PRICE 25 CENTS

# BROADCASTING

The Newsweekly of Radio and Television

# TELECASTING

TECHNOLOGY DEPARTMENT

PUBLIC LIBRARY

## MORE...

## . . . FARM SERVICE

Farm Bulletin Board (daily) • Farm World Today (daily) • Dinner Bell Time (daily) • This Farming Business (daily) • Prairie Farmer Air Edition (daily) • Daily specialist from Board of Trade (grain markets) • Remote broadcasts direct from Union Stock Yards (twice daily) • Weather reports direct from U. S. Government Weather Bureau • Temperature and humidity every station break • Such special features as "Your Land and My Land," "Visits with Med Maxwell," "Great Stories About Corn."

**. . . IMPORTANT AGRICULTURAL GUEST SPEAKERS AND INTERVIEWS**

**. . . REMOTE BROADCASTS FROM AGRICULTURAL EVENTS**

*And So* *More* reasons why farm folks all over Illinois, Indiana, Michigan and Wisconsin listen more to WLS... and to our advertisers. For details, write Sales Manager, WLS, Chicago 7, or see a John Blair man.

*A Clear Channel Station*

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE.
REPRESENTED BY JOHN BLAIR AND COMPANY.

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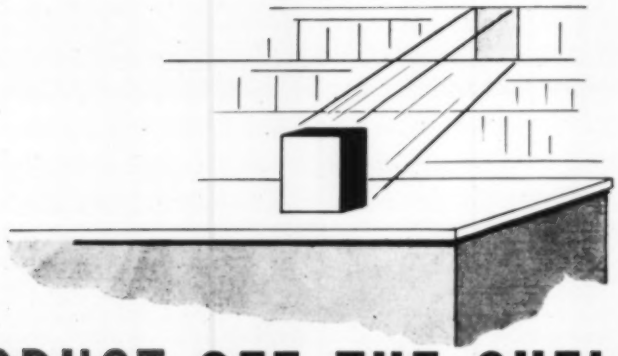

# GET YOUR PRODUCT OFF THE SHELF

*Let WINS help you with your biggest sales problem . . . in-the-store promotion. We will take your product off the shelf and give it that necessary point-of-sale push through one of the fastest growing, most heavily trafficked drug store chains in the New York area.*

*Advertisers on the* ***Jo Halpin Show*** *can take advantage of a special merchandising plan, which includes in-the-store promotion as well as newspaper advertising.*

**Jo Halpin**

has a rich and varied background. Her excellent newspaper and radio experience makes her daily show a highly listenable, fifteen minutes. She interviews celebrities, gives household tips to homemakers and brings a woman's view to the top news of the day.

CROSLEY BROADCASTING CORPORATION

WINS
50KW NEW YORK

PYGMALION...first George Bernard Shaw movie, starring Leslie Howard, Wendy Hiller.

WINGS OF THE MORNING . . . with John McCormack, Henry Fonda, Annabella.

THUNDER IN THE CITY...comedy, with Edward G. Robinson in first non-rod role.

DARK JOURNEY...spy thriller with Vivien Leigh, Conrad Veidt and Joan Gardner.

# Pygmalion... Jamaica Inn... A Star is Born...Goddard...Leigh ...Fonda...Laughton...Annabella

...are only a few of the four-starred features and internationally known names that will appear in a new series of thirteen outstanding films... on WPIX...starting next month...

Obtained after negotiations that lasted many months...now under an exclusive TV contract to WPIX...these motion pictures will be available in New York—and all other TV markets via syndication—for sponsorship on an exclusive basis starting next month...assure any advertiser or TV station a major audience in any market...offer an unlimited opportunity for promoting prestige, creating conversation, increasing sales!...are well worth investigation right now...

For full details, rates and availability...write, wire, phone...WPIX.

WPIX

NEW YORK CITY • CHANNEL 11

**Complete List:**

Pygmalion...Wendy Hiller, Leslie Howard.
Major Barbara...Rex Harrison, Wendy Hiller.
A Star is Born...Janet Gaynor, Fredric March.
The Young in Heart...Paulette Goddard.
The Beachcomber...Charles Laughton, Elsa Lanchester.
Jamaica Inn...Charles Laughton, Maureen O'Hara.
Sidewalks of London...Charles Laughton, Vivien Leigh.
Wings of the Morning...Henry Fonda, John McCormack.
Dinner at the Ritz...David Niven, Annabella.
South Riding...Ralph Richardson, Edmund Gwenn.
Under the Red Robe...Raymond Massey, Conrad Veidt.
Thunder in the City...Edward G. Robinson.
Dark Journey...Vivien Leigh, Conrad Veidt.



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XUM

# Closed Circuit

LEONARD ERIKSON, vice president with Kenyon & Eckhardt, who resigned from agency last week, slated to join McCann-Erickson as vice president and general executive.

QUESTION of FCC jurisdiction over prize giveaways has reached point of delicate balance in discussions during past fortnight. It could go either way with some Commission members harboring view that it might be good idea to crack down if only to get court adjudication of issue.

LENNEN & MITCHELL, New York, is lining up spot availabilities for Tide Water Oil and Lehn & Fink (Lysol disinfectant).

STUMBLING block to uniformity in magnetic recording may be removed soon. Engineering accord believed near on standard type of hub for tape reels after many months of conferences on details.

CHARLES GODWIN, who has been handling MBS sales in Southeast from Atlanta headquarters, due to return to New York shortly with network probably closing Atlanta office.

RADIO AND TV package about to be signed by Sealtest Inc., New York. N. W. Ayer & Son is agency. Advertiser already has purchased time on NBC, five times weekly, 10:45-11 a.m., for daytime strip. Video presentation will not be simultaneous.

IN LATTER planning stage at NAB is careful study of stations that lost money last year. Another survey, covering FM listening in Oklahoma City, may be first of series of FM audience studies.

THAT LONG-STANDING Justice Dept. probe of baseball leagues' "closed corporation" policy on play-by-play broadcasts has reached point where department and league counsel are discussing consent decree. Local team now has final say-so when any station within 50 miles wants to carry games of another team. Justice Dept. is asking protesting stations for their views on plan to limit this control to times when local team's games are being played or broadcast at home. Station sentiment is that this is move in right direction but not enough for real relief, particularly in major league cities.

BENTON & BOWLES, New York, preparing fall spot announcement campaign for Shinola.

QUARTET of top-drawer FCC staff executives (mostly engineers) had private look-see at CBS color telecasts on WCBS-TV New York last week, came away looking for most part much impressed. They aren't talking officially, but some at least are highly enthusiastic, feeling furthermore that it's color now or never.

RUTHRAUFF & RYAN, Chicago, expected

*(Continued on page 70)*

# Upcoming

**Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.**

**Aug. 16: RMA Television Committee meeting, Hotel Roosevelt, New York.**

**Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.**

**Aug. 25-27: Georgia Assn. of Local Stations, St. Simon Island, Ga.**

**(Other Upcomings on page 60)**

# Bulletins

CORY CORP., Chicago, and Fresh'nd-Aire Co. (fans) appoint Dancer-Fitzgerald-Sample, Chicago, to handle national advertising, effective immediately. Radio is being considered for Cory, with promotion of all-metal automatic coffee brewers and a six-month breakage guarantee on all-glass line.

DURKEE FAMOUS FOODS, division of Glidden Co., Cleveland, to launch national AM spot campaign in mid-September for its margarine. Agency is C. Wendel Muench, Chicago.

GIL BERRY, sales manager of ABC Central Div. in Chicago, named sales manager of DuMont TV Network's new Midwest Div. in Chicago. Announcement made Friday by Tom Gallery, sales director, DuMont TV Network. Plans for new midwest operation to be announced Aug. 15.

## UNION GROUP TO START FILM NEGOTIATIONS

NEGOTIATIONS to settle dispute between film lab technicians and 17 big New York laboratories expected to begin this week with return of Richard F. Walsh, IATSE international president, from Hollywood to New York. Had dispute developed into strike as threatened eight days ago, almost all TV kinescoping and newsreels would have been tied up [BROADCASTING, Aug. 1].

John J. Francavilla, president and business manager of IATSE Local 702, New York, despite reports that some members of Local 702 resented intervention of union's national office, said he was disposed to look upon intervention as victory for it forced presidents of major film companies to deal with union for first time. New York labs, biggest in world, make prints for bulk of Hollywood studios as well as for TV.

## STORER BUYS NEWSPAPER

GEORGE B. STORER, president of Fort Industry stations, acquires *Coral Gables* (Fla.) *Riviera* from Al Harum. No price disclosed but understood to be around $200,000. Mr. Harum goes to *Florida Sun*, Miami newspaper also owned by Mr. Storer. Mr. Harum had owned Coral Gables paper eight years, converting two years ago from weekly to daily.

# Business Briefly

RALSTON BACK ● Ralston Purina, St. Louis, Sept. 26 returns *Tom Mix and His Straight Shooters* to MBS, Mon., Wed., Fri., 5:30-6 p.m. instead of 15 minutes across board. Agency, Gardner Adv. Co., St. Louis.

LIGGETT & MYERS SPONSORS ● Liggett & Myers Tobacco Co., New York (Chesterfield), Sept. 21 starts *Bing Crosby Show* on CBS, Wed., 9:30-10 p.m. TV schedule is in works. Agency, Newell-Emmett Co., New York.

PINEX PLACING ● Pinex Co., Fort Wayne, Ind., (Pinex Ready-Mixed cough remedy), begins one-minute spot and chainbreak campaign Oct. 3 in U. S. and Canada for 24 and 26 weeks in 36 U. S. and 20 to 25 Canadian markets. Agency, Russel M. Seeds, Chicago.

BONAFIDE MILLS BUYS ● Bonafide Mills, New York (floor coverings), buys TV George Givot show from Basch Radio & Television Productions, New York, live on 10 NBC stations and via kinescope on 26 more, Friday, 9-9:30 p.m. Agency, Gibraltar Inc., New York.

NAMED REPRESENTATIVE ● Independent Metropolitan Sales, New York, announces it will represent WACE Springfield, Mass., and WNOR Norfolk, Va., effective at once, and WARL Arlington, Va., effective Sept. 4.

POSNER BACK ● Dr. A. Posner Shoes Inc. Sept. 10 starts children's *Big 'N Little Club* on WJZ New York, Sat., 10:30-11 a.m. Agency, Hirshon-Garfield, New York.

## FCC ORGANIZATIONAL MOVE

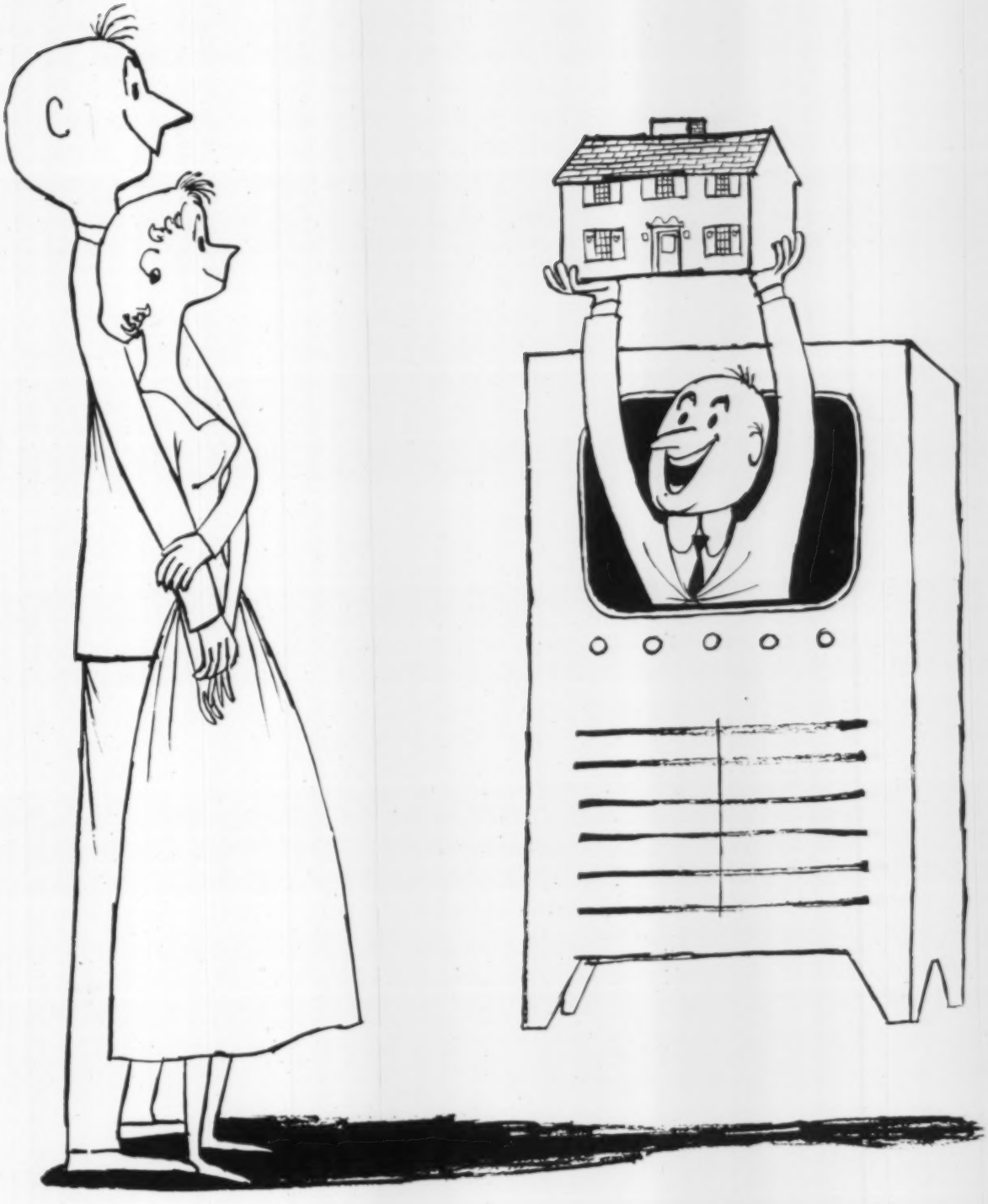
SIGNS of trend toward centralization of responsibility for FCC administrative matters in office of chairman were seen Friday in revisions made by Commission in its official statement of organization. Bureau of Administration becomes Office of Administration, to operate specifically "under the supervision and the direction of the Chairman." Officials said this is in line with Hoover Commission recommendations and is designed to make clear that Administration Office is staff to Chairman, not line bureau. Duties are unchanged.

## McFARLAND BILL DELAYED

LOGJAM of foreign-aid, appropriations and other pressing legislation forced delay Friday in anticipated Senate consideration of McFarland Bill to reorganize FCC procedures [BROADCASTING, July 25, Aug. 1]. Bill (S 1973) is on consent calendar, which was tentatively slated for call Friday but could not be reached. Next call may come early this week.

## GILLETTE TO SPONSOR FIGHT

BLOW-BY-BLOW description of 15-round Charles-Lesnevich heavyweight championship bout will be sponsored on ABC Wednesday night, Aug. 10, by Gillette Safety Razor Co., Boston, through Maxon Inc., New York, starting at 10 p.m.



WCAU-TV is following in the footsteps of WCAU-AM, which built its phenomenal listener response from the start on local loyalty. Philadelphians began to say that WCAU-AM was *their* station . . . developed the listening habit. . . . It's working out that way for WCAU-TV, too. In an average week, we televise 28 *local* shows, with 325 people taking part. *Their* families, neighbors and friends are *selling* for you. And this suits us to a TV, because it's nice to see this history repeat itself. So use WCAU-TV to reach the local buyers who count.

**WCAU** | **TV AM FM**

**CBS AFFILIATE**

**The Philadelphia Bulletin Stations**

# WELCOME

## THE "WELCOME" MAT IS OUT AT WFBM!

● There's an impressive list of names in the CBS lineup this fall, and WFBM's welcome mat is out. Names like Jack Benny, Bing Crosby, Bergen and McCarthy, Red Skelton, Groucho Marx, Burns and Allen, Horace Heidt, plus the return of many other favorites, will definitely assure WFBM the continued number one listening preference of its central Indiana audience.

Even before these top entertainers joined the new CBS roster, WFBM provided its listeners with extremely popular shows—kept WFBM first in Indiana. The immediate future promises to add a MILLION WATTS OF PROGRAM POWER to WFBM's long established predominance in the area comprising the heart of the Hoosier State.

Radio advertisers buying WFBM's outstanding time and talent get plus factors, too. They get low cost per listener, intensive promotion, consistent merchandising and dependable performance on Indiana's only basic CBS station.

●

*First* IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

*Associated with:* WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*





# BROADCASTING
TELECASTING

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### FEATURE CALENDAR

**First issue of the month:** AM Network Showsheet
**Second issue:** Network Boxscore; Public Interest
**Third issue:** Trends Survey
**Last issue:** Telecasting Showsheet

### At Washington Headquarters

**SOL TAISHOFF**
*Editor and Publisher*

**EDITORIAL**
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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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**CIRCULATIONS AND READERS' SERVICE**
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

**NEW YORK BUREAU**
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

**CHICAGO BUREAU**
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

**HOLLYWOOD BUREAU**
Taft Building, Hollywood and Vine, Zone 28
HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

**TORONTO**
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.


BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office


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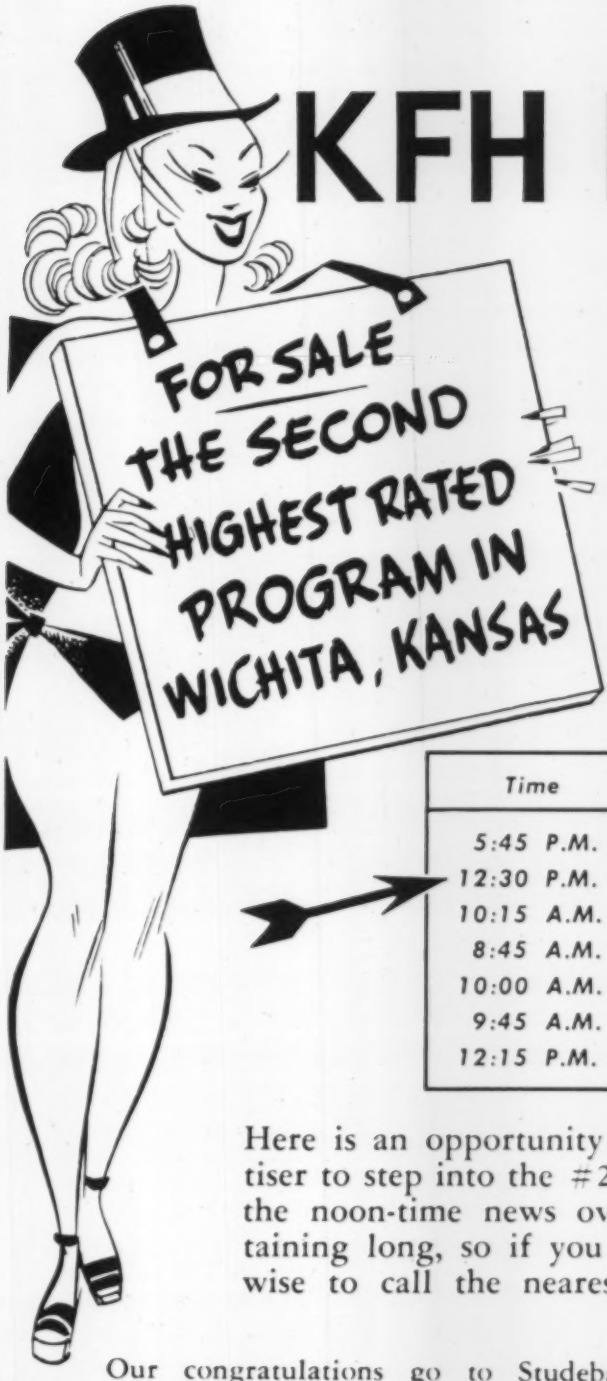
**Subscription Price: $7.00 Per Year, 25c Per Copy**

# KFH IS TOPS




## TOP DAYTIME HOOPERATINGS

IN CITY OF WICHITA

### WINTER-SPRING REPORT

DECEMBER '48 THROUGH APRIL '49

| Time | Program | Rating | Outlet |
|---|---|---|---|
| 5:45 P.M. | NEWS | 13.9 | KFH |
| 12:30 P.M. | NEWS | 12.5 | KFH |
| 10:15 A.M. | GODFREY | 12.4 | KFH |
| 8:45 A.M. | BREAKFAST CLUB | 12.1 | ABC |
| 10:00 A.M. | GODFREY | 12.0 | KFH |
| 9:45 A.M. | GODFREY | 11.9 | KFH |
| 12:15 P.M. | CHOW TIME | 11.3 | KFH |

Here is an opportunity for some aggressive advertiser to step into the #2 radio spot in Wichita with the noon-time news over KFH. It won't be sustaining long, so if you are interested, you will be wise to call the nearest Petry man right NOW.

Our congratulations go to Studebaker and Peter Paul Inc. for sponsoring the TOP rated daytime show in Wichita — the 5:45 p.m. News over KFH.

**5000 Watts - ALL the time**

**KFH** KFH -FM CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

**WICHITA, KANSAS**

# *yes, friends . . .*

*We Are Celebrating Our*

# 25TH ANNIVERSARY

A quarter century of successful broadcasting made possible by your helpful consideration and fine co-operation. To the various agencies, time buyers, to Headley Reed, our national representative, to the National Broadcasting Company, our local advertisers, and our loyal listeners we say . . .

## *THANK YOU*

Prestige and good will - - built by 25 years of fine programming and public service - - have given us our slogan . . .

*"ANY TIME IS THE RIGHT TIME TO BUY TIME"*

— on —

**WFBG** **WFBG-FM**

National Broadcasting Company Affiliate

ALTOONA, PENNSYLVANIA

Jack Snyder, Manager

Headley Reed, Nat'l Rep.

# How Buyers' Market Can Mean Business for Broadcasting

## No. 6 . . . The Sales Manager

By GEORGE LASKER
Vice President WBMS Boston
Sales Manager Friendly Group

LATE in 1938, when I first went to Boston to take over WORL I had, among other equipment, a good agreement—one that provided both the incentive to work and the ambition to get ahead. There was a buyers' market that year. It was just as difficult to sell then as it is now, although there were not as many radio stations then as there are now. There would not be a buyers' market in radio today if station managers and their sales forces had the same kind of incentive to sell and get ahead as I had in 1938. Stations would make more money, and sales would go up.

Today's commission for station managers ought to be on an overriding basis. It should be skimmed off the top, while the salesmen ought to work a percentage rather than salary basis. Fifteen percent seems to me to be a proper commission for salesmen, while the inducement to station managers ought to be an over-ride of 5% of the gross business done on the station; this in addition to a reasonable expense account and a reasonable salary. He should be a salesman-manager, combining the talents of both commercial manager and salesman, capable of stepping in to help his own men, capable of going along with them to add his own weight and persuasiveness to theirs in signing up an account. If there were more of both types in radio, the buyers' market would evaporate.

That kind of pressure in selling created a remarkable record for the late WORL.

How would you like to be able to say that you received a letter from a client saying that he sold $4,000 worth of merchandise for only $150. P. A. Starck Piano Co. did that in Boston during the depression. Charles C. Copeland Co. Inc. Beverages wrote, "The first week we were on your station, the sales jumped 20%." "We sold 250 pieces of millinery the first week on the air"—Tuttles Millinery Inc., Boston; Webster Thomas Co., Boston, "In one week you obtained for us over 1,000 labels from the Matchless Brand Food Products."

One of the big success stories of that depression was the Summerfield Furniture Co. which wrote, "Your station is paying out in business greatly in excess of our expectations. We understood that it would take us a number of months before we could hope to achieve satisfactory results. The fact that you produced so quickly for us is extremely gratifying." These letters are on record with the NAB and were published some years ago by NAB in *Participating Programs* Volume 2, Number 3.

These are only a few of the successes achieved during depression years on a small radio station until then almost unknown in Boston. It was the result of concentrated effort and determination to make radio advertising pay in spite of a buyers' market. It made WORL one of the greatest local radio stations for its power and size in the country. I cite WORL because I know about it. I took it over in 1938. I pin no orchid on my lapel but that kind of work did it. Perhaps recalling and recounting that experience may help the broadcasting industry and some of the men in it. I realize that many in the industry do not need help, but some may find inspiration in its record. When I took over WORL, it was an insignificant coffee pot. It had only a few clients. Its billing was little less than $500 a week. It was losing a great deal of money. I had only one idea in mind; to get good results for its clients. We originated a formula that increased its Hooper rating and enabled sponsors to get inexpensive cost per 1,000 listeners. It gave them satisfactory results for the dollars spent.

THE FORMULA: For 15 years I have held a theory that all Boston radio stations combined is one single radio theatre. Some stations specialized in sports, others in news, soap operas, serial programs and other features. I felt this theatre audience would like variety, and set aside 10 hours a day for popular music. The station became the musical act in this radio theatre of entertainment. Those who wanted diversity would tune to WORL for the musical act. As in good old fashioned vaudeville, there was variety—Barnum & Bailey's Three Ring Circus. The greatest shows in America were built on variety. There can be no monotony in showmanship. Each listener would be his own stage manager, lifting the curtain on any act he wanted by twisting the dial. I felt that a musical station was an important part of this showmanship. The listener had music on tap when he wanted it.

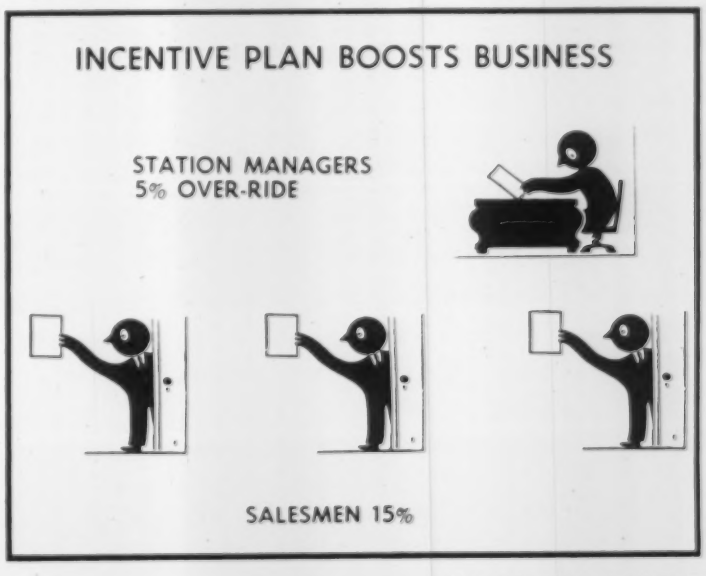
My purpose was not to sell a client just one announcement, a "flash in the pan" type. I had an idea that frequent announcements or programs throughout the day would have an impact on listeners. Therefore, we proceeded to sell a package of 3, 6, and 10 times per day. The rates were low in the beginning and were raised as the years went by. Colgate-Palmolive-Peet Co. (Super Suds) was one of the first national accounts to use the 10 times per day repetition formula in a campaign with considerable success. The company used WORL exclusively and then went nation-wide. Among the early advertising agencies in the 30 to 50 million dollar class who bought WORL were Ruthrauf & Ryan, J. Walter Thompson and BBDO.

This was on a 1 kw station that had no national recognition at the time. Hooper surveys recorded a constant uphill climb in figures through the years. The traffic manager of the station had considerable difficulty finding availabilities sometimes. This formula is not a magic one. There is nothing miraculous about it. A good many stations throughout the country have as much or more pulling power today than WORL had at its peak. If more stations had hungry men selling they would be more successful. It takes hard selling to sell radio advertising. Every city is overstationed. Clients are under a barrage of time salesmen. Each claims that he is better than the next until potential time

(Continued on page 57)

**GEORGE LASKER started his radio career with WRNY New York—now WMGM—as a salesman during the hard selling days following the "big crash." As a former real estate broker he was well equipped with an effective sales pitch, plus a sense of showmanship needed in the radio field which he gained at an early age as a child movie actor. In the latter part of 1938, Mr. Lasker joined WORL Boston and became its general manager. One of his first accomplishments at WORL was to establish the 920 Club. This idea of utilizing the station frequency soon spread throughout the area and now is a popular feature on stations across the country. On Jan. 10 of this year Mr. Lasker resigned as general manager of the now-deleted WORL [BROADCASTING, June 6], to become sales manager of the Friendly Group of stations. In that position he coordinates national and local sales for the group which includes WBMS Boston; WPIT Pittsburg, Ohio; WSTV Steubenville, Ohio; WKNY Kingston, N. Y., and WFPG Atlantic City, N. J. In April Mr. Lasker received an additional appointment as vice president of WBMS, where he makes his headquarters.**

Mr. LASKER



*WOR PRESENTS*

# WHEN THEY WERE

**A. L. Alexander,** founder of the memorable show, "A. L. Alexander's Mediation Board". Seen here as an infant, A. L. Alexander has developed into a unique combination of philosopher and social realist. His program (Sundays, 8:00 P.M.) is listened to by millions. The heartbreak he has salved and the homes he has saved have brought him the praise and plaudits of all sects and all society.

The power of A. L. Alexander and his tremendous following of devoted listeners is a formidable and forceful one. America's most noted advertisers can testify to this.

A great advertising medium, such as WOR, is no more than a reflection of its talents; of the artists who mirror its intent and purpose minute by minute, hour by hour and day by day.

In this advertisement WOR shows you a selection of its great stars when they were very young. Aside from being an album of memories, this advertisement is a symbol of Americana, of little children, such as yours and ours, whose ways of life are a reflection of a way of life.

It is people like these that make WOR the great American station that it is. It is people like these that make WOR the potent selling force that it is in the lives of the majority of 36,000,000 people in 18 states and the Dominion of Canada.

XUM

# E VERY YOUNG

**Prescott Robinson,** noted WOR newscaster, caught facing a photographer in a little town called Christmas Cove, Maine. A little boy then, Prescott stands six feet four inches now. His authoritative impartial and persuasive news reporting has made his name a byword in hundreds of thousands of homes along the Atlantic Seaboard.

Prescott Robinson's selling for candy manufacturer Peter Paul, Inc., and many other noted advertisers, has clocked up records that make great American radio history.

This little boy grew up to be a standout West Pointer and a loved senior officer in World War II. His name? Who but **Bill Slater,** the mellow voice of WOR's "Luncheon at Sardi's," "Twenty Questions" and numerous other popularity bulls-eyes. Bill can take any commercial and make it sound greater than the way it was originally written. For Bill is not only a great actor, but a persuasive personality loved by hundreds of thousands of people throughout the United States.

This demure miss is WOR's **Barbara Welles,** (Mon. thru Fri., 4:00 P.M.). She's changed little; that is, as far as beauty goes. The picture is one you could find framed in any American home—a little girl, the world waiting, raised in a home that has served as the frame for many a fond memory.

Advertisers: Barbara Welles is most recently noted for her amazing job in reintroducing Pears' Soap to the American public. She was the *only* promotion used by the British manufacturer.

(continued)

XUM

# *when they were very young*

(continued)

**Alfred McCann** (left), **wife, Dora** (right), of the "The McCanns At Home", a program that originates from their home in Yonkers. Son of the famous Alfred McCann, pure food crusader. Alfred carries on the tradition valiantly. The McCanns' comments on what to eat and why is a daily rite in thousands upon thousands of homes and this devotion to what they say is reflected in what their listeners buy. A powerful, entertaining, charming and devoted WOR team.

**Stan Lomax,** WOR's nationally-noted sports commentator (Mon. thru Sat., 6:45 P.M.), was two. The sun shone mellowly that day on a small town where a street photographer snapped this shot. A boy like that knows boys and sports and the feeling that throbs through hearts, young and old, when Spring prompts the cry, "Play ball!"

Advertisers: Stan Lomax's hold on millions of listeners is a phenomenal one. He has sold everything from autos to cigars. He can sell *anything* for you.

XUM

**Dorothy** (left) **and Dick,** WOR's engaging "Dorothy & Dick" (Mon. thru Sat., 8:15 A.M.; Sun., 11:15 A.M.), when they were tots. She is known today as the world-famous Dorothy Kilgallen, Hearst feature writer and columnist; noted article and story author. He, of course, is Dick Kollmar, famed for his radio portrayal of "Boston Blackie", also as a Broadway hit producer.

Advertisers: Dorothy & Dick are of the many great WOR program personalities that do phenomenal things for people who have things to sell. Ask us about them.

**Kate Smith,** her parents' sweetheart then. "America's Sweetheart" now. A great woman whose deeds are long remembered. Every Mon. thru Fri. from 12:00 to 12:30 P.M., Kate "speaks" and "sings". Her simple philosophy of living and her beautiful interpretations of songs that thousands love have made her loved by millions. Incidentally, a great saleswoman whose work for advertisers is a history of radio's power to sell—and, of course, WOR's.

(continued)

XUM

# *when they were very young*

(continued)

**Dan McCullough** (left) **and Bruce Eliot,** today's great wagsters who conduct "Tello-Test", (Mon. thru Fri., 11:15 A.M.). They, too, reflect the lives of hundreds of thousands of listeners who follow them. Dan and Bruce have a subtle and charming attraction that provokes thousands of letters and sends people streaming into stores for some of America's largest—and sometimes smallest—manufacturers of almost everything.

**Jack Barry,** renowned WOR emcee and deft program creator, "Juvenile Jury", et al, photographed at a tender age. Jack is a typical example of the nimble brains that WOR attracts and one of the people greatly responsible for the elasticity of WOR's programming. Jack Barry, by the way, is not only a program creator, but a shrewd and brilliant salesman whose work for General Foods and many other great American companies is a well-known and respected part of radio history.

XUM

**John Gambling** (Mon. thru Fri., 6:00-8:00 A.M.), a British boy with a love for the bounding main. A naval combat officer and wireless officer who later became one of WOR's most beloved and loyally-followed personalities. Is a human alarm clock for millions in the morning and a cash register clicker for more American advertisers than we could list in this brief summary.

**Henry Gladstone,** a little boy with eyes westward. Today one of WOR's most noted and respected newscasters. (Mon. thru Sat., 10:00 A.M.). Henry is noted throughout the nation for his precise and dependable reporting of the news; for his incisive and charming delivery. Another great figure in WOR's powerful array of people who prompt people to buy what you have to sell.

**"This is Vandeventer",** the voice says every Mon. thru Sat. at 11:00 P.M., and so begins 15 minutes of the most popular news broadcast on WOR. And this is the Vandeventer whose wise and witty answers to the posers on WOR's "Twenty Questions" charm and inform one of the greatest listening audiences in radio.

**WOR**

*—one of America's great stations*

**Coming Soon! . . . WOR-TV—Channel 9—Key Station in Mutual's Growing Television Network—**

**Watch for it!**

XUM

ROWLAND R. McELVARE (seated) of Bank For Savings of New York City, contracts on behalf of Savings Banks of New York for Lewis Cowan's *Savings Bank Quiz Kids*, to start on WNBC New York Sept. 18. Others are (l to r) James V. McConnell, NBC; Thomas B. McFadden, WNBC mgr.; George Huhn, Ruthrauff & Ryan.

FINAL okay for sponsorship by J. W. Allen Co., San Francisco Plymouth dealer, of exclusive broadcast of Big Ten-Pacific Coast Conference track meet on KSAN San Francisco is set by E. O. Solem (center), Allen assistant manager. Present at signing are Frank Arthur (l) KSAN sportscaster, and Fred Babo, Allen sales manager.

## *On the Dotted Line . . . . .*

COMPLETING plans for bringing top football games to Columbus, Ohio, next fall via TV are Mortimer W. Loewi (r), director, DuMont TV Network, and Edward Lamb, owner WTVN (TV) Columbus, which is to open in September.

CONTRACT for 52-week backing of *Voice of Prophecy* on ABC, Sun., 9:30-10 a.m., by Voice of Prophecy Inc. is arranged by George Williams (l) of General Conference of Seventh Day Adventists, and G. T. C. Fry, ABC sales.

RENEWING *Alois Havrilla Newscast*, aired on WNJR Newark since November 1947 by Howard Savings Institution, Newark, is Jonas W. Swenson (r), bank's public relations dir. Approving are Edward W. Scudder Jr. (l), and Charles O'Neill of WNJR.

J. B. HUTCHINSON (seated), v. p. of Aetna Oil Co., Louisville, renews firm's *Pete French and the World News* on WHAS Louisville. Kibitzing are (l to r) L. W. Roush, L. W. Roush Adv.; Mac Wynn, WHAS sales director, and Pete French, newscaster.

SALE of Major League game broadcasts on WMIT (FM) Charlotte, N. C., to Allison-Erwin Co., Zenith distributor for North and South Carolina, is approved by (l to r) Jim Hedrick and Joe Pleasants of Allison-Erwin, and Johnny Dunnagan, Charlotte manager of WMIT.

CONTRACTING for 15 daytime hours weekly on KFMB-TV San Diego is Walter Tufford (center), San Diego automobile and RCA dealer. Obviously pleased with deal are Jack Gross (l), KFMB-TV owner, and William Phillips, head of William Phillips Agency.

# *New Business*

BROWNELL-FIELD Co., Providence, R. I. (Autocrat coffee), signs for intensive spot campaign on WORC, WNEB, WTAG Worcester, Mass.; WPRO and WRIB Providence; WNLC New London, Conn.; WSAR Fall River, Mass., and WNON Woonsocket, R. I. Horton Noyes Co., Providence, is agency.

KYRON FOUNDATION Inc. (reducing preparation) sponsors *Inside the Doctor's Office*, transcribed dramatic series, on WMAQ Chicago five times weekly. Arthur Meyerhoff Agency, Chicago, plans to put show on about four more stations soon.

HICKOK Mfg. Co., Rochester, N. Y., has launched campaign for its "profile initial buckle," through Kastor, Farrell, Chelsley and Clifford, New York. Promotional portfolio for dealers includes recorded radio commercials for local radio advertising.

FOREMOST DAIRIES Inc., Jacksonville, Fla., appoints Fletcher D. Richards Inc., New York, to handle sales promotion, merchandising and advertising effective immediately.

RAY-O-VAC Co. (flashlight batteries) appoints McCann-Erickson's Caracas office to handle local advertising. Spot radio will be used.

RADIO INSTITUTE OF CHICAGO names Tim Morrow Adv., same city, as agency.

SEARS ROEBUCK Co., Los Angeles, in August sale, will sponsor series of one-minute film spots on Southern California TV stations. Produced by New World Productions, Los Angeles, series will be placed through Mayers Co., that city.

GENERAL ELECTRIC SUPPLY Corp., Kansas City, Mo., appoints W. D. Lyon Co., Cedar Rapids, Iowa, to handle advertising. Radio will be used, and television is contemplated.

KELLEY CAR Co., Los Angeles (used cars), will spend $5,000 monthly in local television, having contracted to use minimum of four one-minute film spots weekly on each of following stations: KTTV KTLA KTSL KFI-TV KLAC-TV all Los Angeles. Contracts are for 52 weeks. Agency: Tullis Co., Hollywood.

## *Network Accounts • • •*

ELGIN-AMERICAN, division of **Illinois Watch Case Co.**, Elgin, Ill., will sponsor *The Groucho Marx Show* on CBS from Hollywood starting Sept. 28 on Wednesday 8-8:30 p.m. (CST), through Weiss & Geller, Chicago.

CHAMPION SPARK PLUG Co., Toledo, Ohio, signs 52-week renewal contract with ABC effective Sept. 30, continuing its sponsorship of *Champion Roll Call*, five-minute sports commentary by Harry Wismer, Friday at 9:55 p.m., EDT. Signed through MacManus, John & Adams Inc., Detroit, renewal covers 27 stations.

CALIFORNIA PHYSICIANS SERVICE, San Francisco, switches *California Caravan* from ABC to 14 California Don Lee stations. At end of August, program will be carried sustaining to remainder of MBS and Don Lee stations. Agency: Lockwood-Shakelford Adv., Los Angeles.

COCA-COLA of Canada Ltd., Toronto, Oct. 2 starts *Charlie McCarthy* from CBS on 30 Dominion Network stations, Sun. 8-8:30 p.m. Agency: D'Arcy Adv. Co., Toronto.

## *Adpeople • • •*

INTERNATIONAL MILLING Co., Minneapolis, Minn., announces following changes in flour sales and advertising departments: **J. H. HERLOCKER**, general sales manager, formerly located at Minneapolis, is transferred to same position at Kansas City. **WILLIAM KING Jr.**, formerly advertising manager, succeeds Mr. Herlocker in Minneapolis. **H. W. MAIER Jr.**, formerly advertising and sales promotion man at Greenville, Tex., made advertising manager at Minneapolis. **ROBERT E. THOMPSON**, formerly assistant advertising manager at Minneapolis, becomes advertising manager in Kansas City for International. Kansas City offices are at 903 McGee St.



XUM

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

August 1, 1949

To the PRESS and RADIO:

Subject: SAFETY ON THE RAILS

Safety in railroad operations depends largely on the efficient direction of traffic. This is accomplished, for the most part, by an intricate system of signals that change color or position as the train passes along. In most cases, this is done automatically -- so that the train itself, by its own movement, sets the signals which warn all other trains, approaching or following, to keep a safe distance.

Where traffic is light, railroads can be -- and are -- run safely without these block signals, but where traffic is heavy, trains can be run both more safely and more efficiently with them. That is why the railroads have installed them on more than 138,000 miles of track.

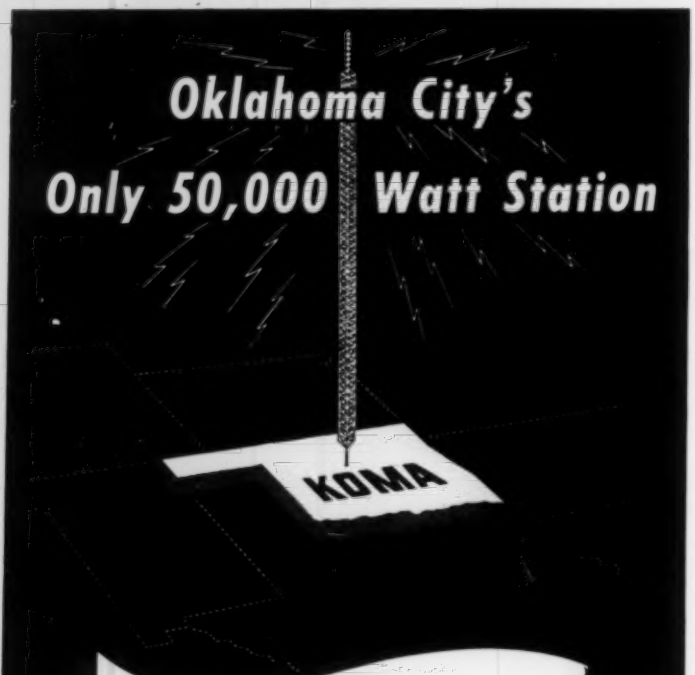
On more than 105,000 of these miles, the block signals are of the automatic type -- that is, the signals are operated by the train itself without necessity for any human intervention. Incidentally, 90 per cent of these automatic block signals were installed by the railroads before there was any legal requirement to do so, and almost all the rest have been voluntary installations.

In these block signals, the railroads today have the world's largest, most complete and most effective system for controlling traffic. In fact, the vast majority of railroad passengers ride trains operated under this system.

And these signals, which are installed and operated by the railroads at a cost of hundreds of millions of dollars, are just one part of the railroads' program to maintain their outstanding safety record and make it ever better.

Sincerely yours,

William T. Faricy




POWER to you...

IN THE OKLAHOMA MARKET WITH

POWER in *SELLING*
POWER in *COVERAGE*
POWER in *PROGRAMMING*
POWER in *PROMOTION*
POWER in *WATTS*

Let US or AVERY KNODEL give you the complete picture of why KOMA is Oklahoma's best buy in radio.

*J. J. Bernard, General Manager*

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.


# Agencies

**IRVIN B. LEVIN,** formerly account executive of N. J. Newman Adv., Los Angeles, named radio-television director of Seidel Adv., Hollywood.

**KENNETH H. THOMPSON,** for past five years with Buchanan & Co., New York, as account executive and prior to that copy chief for Tracy, Kent & Co., same city, joins Erwin, Wasey & Co., New York, as account executive in charge of industrial advertising of Texas Co.

**JEREMY GURY,** former vice president and copy director of Donahue & Coe, joins creative department of Ted Bates & Co., New York.

**ALVAN B. SOMMERFIELD,** former promotion manager of *Collier's* magazine and more recently with Joseph Katz Co., Baltimore, opens Alvan B. Sommerfield Co., advertising agency in Baltimore at 517 N. Charles St. Mr. Sommerfield also was formerly promotion director of WNEW New York, and group copy chief with Lord & Thomas, also New York.

Mr. Sommerfield

**ROBERT SMALLEY,** formerly copy chief at Kenyon & Eckhardt, and Lennen & Mitchell, both New York, joins J. M. Mathes, same city, as director of copy.

**RONNIE MANDERS,** formerly publicity and promotion manager of Standard Radio Transcription Services, Inc., Hollywood, joins J. M. Lentz Adv., that city, as account executive.

**RICHARD JORGENSEN Adv.** moves San Francisco offices to 593 Market St.

**TONY STANFORD,** producer at Young & Rubicam, Hollywood, transferred to New York.

**DONAHUE & COE,** New York, and **WILLIAM KESTER & Co.,** Hollywood, have worked out arrangement whereby creative and contact departments of both agencies and facilities of their New York and Hollywood offices will be jointly available to accounts. **E. J. CHURCHILL** and **MARSHALL KESTER,** presidents of New York and Hollywood agencies, respectively, made joint announcement.

**THOMAS A. CASEY** joins account staff of Knox Reeves Adv., Minneapolis, after working as radio director of Armour & Co., Chicago.

**FRANK McMAHON,** formerly assistant account executive of Foote, Cone & Belding, Los Angeles, joins Erwin, Wasey & Co., that city, in similar capacity.

**EDMUND H. DRIGGS,** formerly assistant account executive of BBDO, New York, joins Walter L. States Adv., Reno, Nev., as account executive.

**ROBERT E. JACKSON,** former general sales manager of Harlich Mfg. Co., Chicago, joins staff of Kauffman & Assoc., same city.

**TOM LATHROP,** regional sales representative for WNAX Sioux City-Yankton for seven years, resigns to establish his own advertising agency in Sioux City. He will handle all media.

**MARJORIE ALLEN,** formerly with McCann-Erickson, J. Walter Thompson and William R. Warner (Richard Hudnut), all New York, joins copy department of Compton Adv. Inc., same city. Miss Allen will work on Duz and Drene accounts.

**THOMAS H. AXELSON** of Salt Lake City, purchases C. F. Cusack Adv., Denver, from Cusack estate. Mr. Axelson will continue operation of his Salt Lake City agency, but will make headquarters in Denver. Name of Cusack Adv. remains same.

**HERBERT W. COHEN,** former account executive with Redfield-Johnstone Inc., New York, joins Sternfield-Godley Inc., same city, in similar capacity.

**LOCKWOOD-SHACKELFORD Adv.,** Los Angeles, effects merger with **GARDNER & GIESECKE,** San Francisco, and in expanded operation takes over latter's offices in Russ Bldg. **MacALAN GARDNER** named vice president of Lockwood-Shackelford, with **ALBERT S. GIESECKE** becoming manager of San Francisco office. **ELLIS REHN** continues as account executive in San Francisco.

**SEYMOUR S. KAIN** named general manager of Burlingame-Grossman Adv., Chicago. Mr. Kain worked three years as copy chief at Helene Curtis Inc., Chicago, manufacturer of beauty shop supplies. **M. A. HARVIS,** administrative director at agency for three years, appointed account executive.

**STANLEY M. CARLSON** joins Daley Bros., Belmont, Calif., as sales manager after resigning as merchandising executive at Ewell & Thurber Assoc., Chicago. His successor has not been named.

**VINCENT TUTCHING** named manager of Foote, Cone & Belding International's new office in Dominion Square Bldg., Montreal.

# Open Mike

*(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)*

## Adds to Hecht Story

EDITOR, BROADCASTING:

There were only two things wrong with the lead article in your July 11 issue:

1. I would have changed the title of it to "Success Is a Thing Called Joe."
2. I sure would have printed a picture of that amazingly modern station out in the middle of a corn field—a station operated by an astonishingly modern guy named Brechner.

At any rate it was a very interesting article, and I enjoyed it immensely, having just completed a tour of all the Washington and surrounding community stations. I was very much impressed with Joe Brechner's operation [WGAY Silver Spring, Md.], and as a consequence, I was not at all surprised to learn what a fine job he did for Hecht.

*T. J. McDermott*
*N. W. Ayer & Son*
*New York*

* * *

## Re: Liquor Ads

EDITOR, BROADCASTING:

I can think of nothing more detrimental to the future of radio than abandonment of the long established practice against advertising hard liquors. I live in what Mencken calls the Bible Belt, but I have always taken a liberal viewpoint with reference to alcoholic beverages. We have carried beer advertising over our station even though we have received protests from a lot of listeners who feel it is a bad policy. Our position has been that the advertising of beer as a beverage promotes temperance; and after all, that should be the objective of every move designed to curtail the harmful effects of over-consumption of alcohol.

We in the radio business cannot get away from the hard fact that our medium penetrates into the home. It is not enough to say that a listener can cut our programs off if he does not like them. Programs must be heard in the homes or we would have to go out of business. Therefore, once we are in the home, we have certain obligations of protection to those who let us come into their homes. . . .

The claim of those of us who opposed prohibition was that we had to teach our children in the homes the evil influence of alcohol and we should preach temperance rather than seek to curtail the sale of liquor by legislation. . . .

If the networks and the stations in their mad search for the advertising dollar now reverse the policy against advertising hard liquors, I predict that it will be only a short time before a majority of the state legislatures will prohibit the advertising of any alcoholic beverages, including beer and wine, over any radio station. But beyond and above the advertising dollar involved, I think it is a bad policy from a standpoint of ethics and public service for a radio station to broadcast liquor advertisements. The unfortunate victim of alcohol is the alcoholic. When we use our medium to go into homes to tell children and to tell those who cannot control liquor how wonderful it is to try this and that whiskey, we are abusing our franchise, and I predict dire consequences.

In making these statements, I appreciate fully the fact that most newspapers and magazines make no attempt to curtail whiskey advertising. However, I think we stand on a different footing from that of the newspapers and magazines . . . I have dictated hurriedly this letter to you after reading the article in the July 25 issue of BROADCASTING. I cannot conceive that our networks will take such a stupid step. I feel it is time for some clear thinking on the part of those in NAB and other agencies which have an obligation to protect and promote radio. Certainly there will be no advertising of hard liquors over our stations.

*Walter Brown*
*President and Gen. Mgr.*
*WORD Spartanburg, S. C.*

**[EDITOR'S NOTE: Walter Brown was formerly a crack Washington correspondent and served as executive aide to Secretary of State Byrnes. Mr. Brown was also assistant to Mr. Byrnes when he was War Mobilizer and "Assistant President."]**

* * *

## 'Growing Fast'

EDITOR, BROADCASTING:

In your story of UHF-VHF Channels, population of Port Arthur-Fort William is shown as only 24,000. If this figure is meant to represent the total urban population of both Canadian Lakehead cities it should be 65,000, at least. That was the last count but we're growing fast!

Not very often I find an error in your very fine journal and I'm a "cover to cover" man. No doubt this particular slip was beyond your control.

*Ralph H. Parker*
*Owner*
*CFPA*
*Port Arthur, Ont.*

**[EDITOR'S NOTE: The figure used in the story to which Mr. Parker refers came from FCC.]**

Don't do anything until you hear from Lang-Worth!

*Watch for announcement of Lang-Worth's amazing NEW transcribed music library—a revolutionary development in the field of sound reproduction!*

LANG-WORTH
feature programs, inc.
113 W. 57th STREET, NEW YORK 19, N. Y.
*Network Calibre Programs at Local Station Cost*

For Profitable Selling
INVESTIGATE
WDEL
WILMINGTON
DELAWARE
WEST
EASTON
PENNSYLVANIA
WKBO
HARRISBURG
PENNSYLVANIA
WORK
YORK
PENNSYLVANIA
WRAW
READING
PENNSYLVANIA
WGAL
LANCASTER
PENNSYLVANIA
NBC AFFILIATES
Represented by
ROBERT MEEKER
ASSOCIATES
Los Angeles
San Francisco
New York
Chicago
STEINMAN STATIONS

# Feature of the Week

KFBC, ABC outlet in Cheyenne, Wyo., has been selected as proving grounds in a new unification twist to the Army's on-the-job training program within commercial radio stations. Working with the Navy, the Army has absorbed CPO Robert Stuart Ladue Jr., of the Naval Air Arm, into the program and arranged for him to receive 90 days on-the-job training at KFBC.

The Army's experiment came about when Mr. Ladue, a student at the Armed Forces Public Information School in Pennsylvania, encountered the Army's program and requested the Navy to send him along.

William C. Grove, general manager of KFBC, has assigned Dale Sutherland, KFBC's program director, to supervision of the training program. Purpose of the program is to prepare service personnel for the handling of military radio shows and stations.

Every effort is being made to expose Chief Ladue to all departments and facets of broadcasting. From selling and script-writing to announcing and program direction, he will receive help and instruction from every member of the staff. Included in the training were recreation of the major league baseball games and remote coverage of the "Frontier Days" rodeo celebration in July.

*Mr. Sutherland trains CPO Ladue.*

* * *

He is also scheduled to present and enact his own live dramatic shows.

So, now, some three months and many miles from salt water, Chief Ladue is in high gear on this new twist, courtesy U. S. Army.

# On All Accounts

RICHARD (Dick) PORTER, vice president, stock holder and account executive of Dancer, Fitzgerald & Sample, New York, a man who is reputed never to say "great" when he means "good," says that radio's efforts in behalf of his client, Spray-A-Wave, have been "sensational," and I don't mean "swell."

Reduced to statistics, the superlative describes a 200% increase in Spray-A-Wave sales over a period of a single month—or since the product came under the broad custodianship of Arthur Godfrey on his daily CBS show.

Born in Philadelphia on May 6, 1893, Dick Porter served successively as stenographer, court reporter, and secretary to the New Jersey Board of Education. Subsequently he owned his own printing and mail order business.

DICK

After a term of duty as secretary to Gov. Walter E. Edge of New Jersey, Mr. Porter joined that state official's advertising agency, Dorland Inc., emerging eventually as half owner in the enterprise.

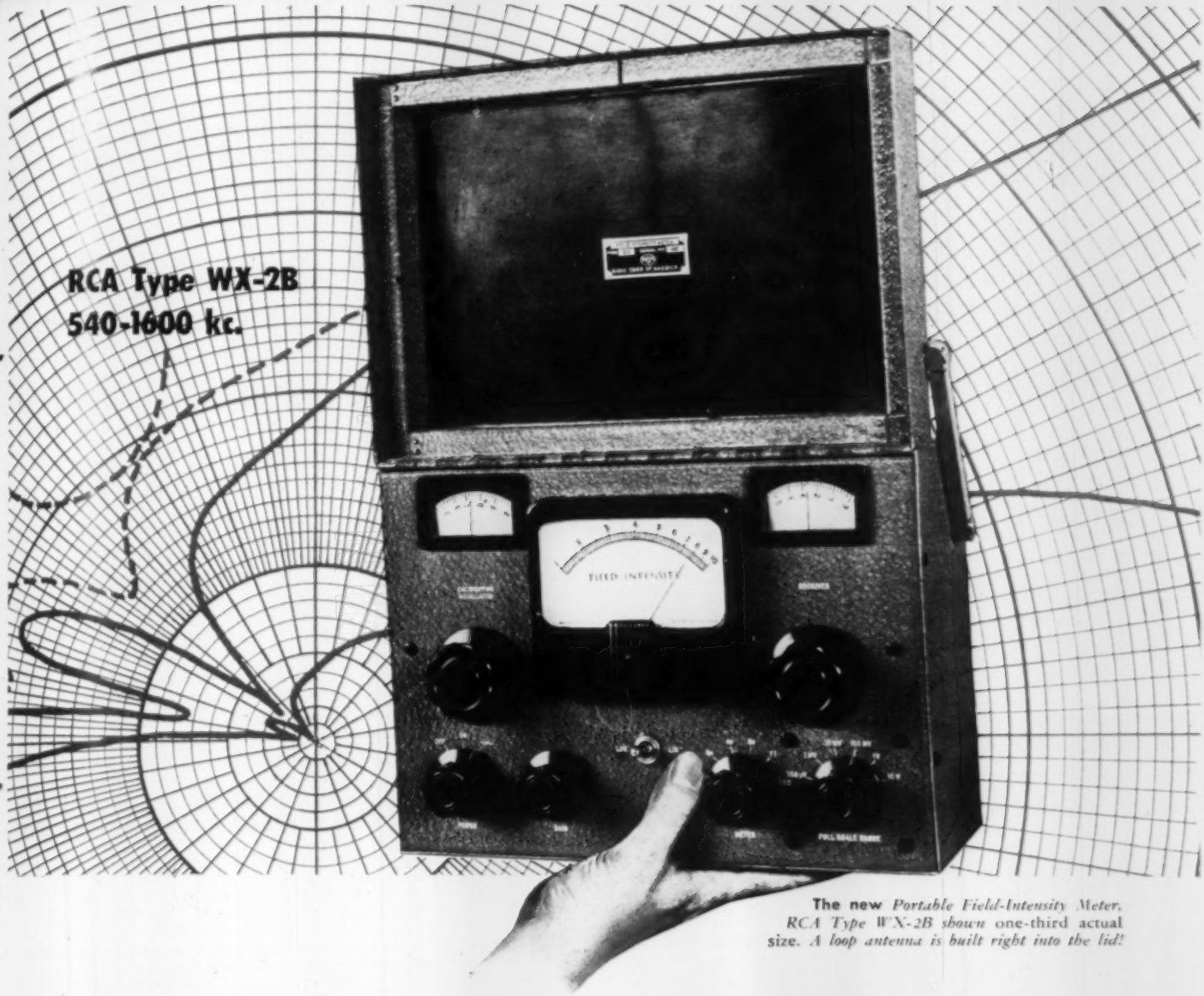
In 1929 he sold his interest and joined Redfield-Coupe agency, as an account man. From there he moved to Stack-Goble as head of the New York office.

In 1942 he organized and headed the New York office of Roche, Williams & Cleary, after which—in February 1949—he became associated with DF&S, rising there to his present capacity. In addition to handling Spray-A-Wave, and Tums for the agency, Mr. Porter services Procter & Gamble's "Shasta" which is currently using a spot announcement campaign.

The Porters—she is the former Lorraine Paterson—were married on Nov. 23, 1921. They have three children, Richard, 26, Lorraine Katherine, 19, and Carol Dorothy, 15. The Porters have their home in Boca Raton, Fla., to which Mr. Porter commutes on week-ends.

His hobbies include golf and light tackle fishing in salt water.

WHAT A
CUSHION
(IT WAS NEVER LIKE THIS BEFORE)
$4,567,999.00
BANK DEPOSITS 12/31/48
$ VAL. SAVINGS BONDS 12/31/48
in the
228 WOW COUNTIES (BMB)
IN NEBRASKA, IOWA, SOUTH DAKOTA, MISSOURI, AND NORTH DAKOTA.
THIS IS.... READY MONEY
...READY TO BE SPENT NOW or in the FUTURE FOR WHATEVER YOU HAVE FOR SALE!
in
WOW-LAND
An Always Rich Farm Market . . .
COVERED ONLY BY
RADIO WOW, Inc.
OMAHA
5000 WATTS • 590 KC
JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR, REPRESENTATIVE
AND BLAIR-TV, INC




**The new** *Portable Field-Intensity Meter, RCA Type WX-2B shown* one-third actual **size.** *A loop antenna is built right into the lid!*

# a truly portable Field-Intensity Meter

● Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio . . . and operates almost as simply. You tune in a signal, adjust a *built-in* calibrating oscillator and receiver gain . . . and *read signal intensity directly in microvolts-per-meter.* No charts, curves, or correction factors to worry about. No computations to make.

Designed with a wide sensitivity range of 10 microvolts meter to 10 volts meter, Type WX-2B enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the-noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency . . . with RCA's new portable WX-2B. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-HB, RCA Engineering Products, Camden, New Jersey.

**BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

**In Canada: RCA VICTOR Company Limited, Montreal**

# IT'S EASY, IF YOU KNOW HOW!

Spectacular stuff, sure, but it isn't just "knack"; it's the result of experience and Know-How—just as KWKH's Hoopers are! Here are the Share of Audience figures for March-April, '49:

**MORNINGS (Mon. thru Fri.) KWKH . . . . . 39.6**
**(70% better than next station)**

**AFTERNOONS (Mon. thru Fri.) KWKH . . . . 31.7**
**(7% better than next station)**

**EVENINGS (Sun. thru Sat.) KWKH . . . . . 42.5**
**(47% better than next station)**

Twenty-four years' experience in broadcasting to our particular audience has given us at KWKH an incomparable radio Know-How. How about getting all the facts, *now?*

# KWKH

**SHREVEPORT**

**Texas**
**LOUISIANA**
**Arkansas**
**Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 6 WASHINGTON, D. C., AUGUST 8, 1949 $7.00 A YEAR—25c A COPY

# SPOT BUSINESS

## $40 Million Expenditure Seen This Fall

By FLORENCE SMALL

WITH a sudden and dramatic infusion of spot business, confounding all industrial indices and gloom-shouting, radio will look forward this fall to a total spot expenditure that will exceed by approximately 10% last fall's near record intake. The figure is expected to reach about $40 million for the four-month fall season—September through December.

At least 20 advertisers are known currently to be preparing spot campaigns through their agencies. Products range from the usual seasonal cold remedies to such new spot users as Schick Razor.

Among gum advertisers, consistent users of spot time, American Chicle, through its agency, Badger & Browning & Hersey, is preparing a fall campaign with varied starting times in September and October, to cover more than 100 stations; while Beech-Nut Gum, through its newly appointed agency, Kenyon & Eckhardt, is scheduling an intensive drive to begin in mid-September.

**4-Way Cold Tablets**

In the pharmaceutical field, Beaumont 4-Way Cold Tablets, through Harry B. Cohen Advertising Co., is placing spots and participation programs in 80 markets. Contracts are for 22 weeks on all northern stations and 20 weeks on southern stations, effective Oct. 3. Another cold remedy, Pertussin, through Erwin, Wasey & Co., is planning a campaign in 100 markets with 26-week contracts starting in November.

At the same agency, but for another client, Musterole, a campaign is being launched in 100 markets for late fall, with 26-week contracts. Duane Jones Co. is collecting availabilities for a fall campaign for Anacin, scheduled to start in September.

Hill's Cold Tablets, also through Duane Jones, is using 40 markets, starting Oct. 24, for 22 weeks. Another Jones client, Pierce's proprietaries, is starting spots in mid-August on about 15 stations.

In the publication field, *Ladies Home Journal* and *Readers Digest*, through BBDO, New York, are planning to use one-minute transcribed announcements nationally.

Such food accounts as Kellogg's Pep, through Kenyon & Eckhardt, and Spry, through Ruthrauff & Ryan, will use saturation spot coverage beginning in Mid-September. American Cranberry, through BBDO, will buy stations in 35 markets for a spot campaign starting in October. Virginia Dare Wine, through Ruthrauff & Ryan, is also preparing a fall spot schedule.

Schick Electric Razor, the newest spot user, through its agency, BBDO, is using stations in 50 markets, starting in September, while Lydia Pinkham, one of the oldest of spot advertisers, will sponsor quarter-hour participation shows on 15 stations starting in August. The agency is Erwin, Wasey & Co.

**Greeting Card Plan**

An advertiser turning with reinforced emphasis to radio participations is Merit Greeting Card, through Louis S. Herman, Advertising, Newark. Originally using only 17 participation shows, the agency is currently increasing its coverage to between 40 to 50 stations located in the first five mailing zones from East to Midwest.

One advertiser, R. J. Reynolds Co. (Cavalier cigarettes), through its agency, William Esty Co., is using 250 w stations for its initial spot campaign, it was understood. Firm sponsors spots for teaser campaign in city where distribution has been established, then increases its coverage in that city as distribution is increased among dealers.

Another spot announcement campaign scheduled for fall is being prepared by Ruthrauff & Ryan for Delaware, Lackawanna & Western Coal Co. (blue coal) with starting date in mid-September.

Station representatives expressed cautious but manifest satisfaction at the rising spot figures, and advertising agencies confirmed the existence of the trend with the qualifying observation that this year the campaigns will probably be briefer but more intensive.

Ralph E. Dennis, ABC Spot Sales manager, told BROADCASTING that 1948 was his organization's best year and that if that record were equalled or exceeded, the firm would be doing very well indeed. He was optimistic about that possibility.

George W. Bolling, head of the Bolling Co. Inc., New York, reported a "terrific spot buying surge" in the last couple of weeks but on the other hand believes that such buying would nevertheless be down overall when records finally were tabulated. He said that campaigns thus far have been from 20 to 26 weeks and have been on a national scale with one station per market selected to carry the announcements.

Eugene Katz of the Katz Agency revealed that he expected more spot business this fall compared to the immediate present but that it was not clear whether business would equal the banner period of last fall.

**Sees Year-End Upsurge**

Robert D. C. Meeker, general manager of Robert Meeker Assoc. Inc., said he hoped business this fall would equal the all-time peak of last fall. He said summer business was slow but indications are for a good year-end upsurge.

John E. Pearson, head of the representative firm bearing his name, said that on a dollar volume basis, his stations will exceed last fall's total by 20%.

Carlos Franco, manager of radio time buying for Young & Rubicam, expressed the agencies' viewpoint when he told BROADCASTING that "from here on out the trend toward shorter but more intensive campaigns will be prevalent." One of the reasons for that pattern, he indicated, was a move to dislodge prevailing large inventories among dealers by means of the hard-hitting impact of spot radio.

# LIQUOR ADS

## Stations Split on Revoking Radio Ban

FURORE over possible acceptance of hard liquor advertising by networks and stations continued to rage last week while a progress report indicated that about 50% of American broadcasters were "ready and willing" to revoke radio's traditional ban on liquor commercials.

Whether they would eventually discard the ban remained a matter of speculation, however, in the face of growing disfavor from Capitol Hill, temperance groups, and other interested parties, including the government's Alcohol Tax Unit.

Once again Sen. Edwin C. Johnson (D-Col.), arch foe of "wet" radio, reminded that radio broadcasting is an interstate business and that the Federal Government has "the duty of protecting the states in the exercise of their police powers." This time Sen. Johnson took to task Tom Watson Jr., general manager of WSWN Belle Glade, Fla., for suggesting that the right rests with stations "to make such policy decisions ourselves" and upon the listener's "freedom of choice."

Other developments were these:

● FCC was preparing an answer to Sen. Johnson's letter asking the Commission to give "serious consideration" to the public interest phase, with particular stress on license renewals of applicants who carry liquor advertising.

● Alcohol Tax Unit officials admitted they had no authority to reprimand liquor licensees who buy air time, but indicated they would advise distillers such actions would be inadvisable and furnish the "dry" contingent with a potent weapon.

● A reply to Sen. Johnson's request that the Unit use "moral suasion" and "legal authority," if necessary, to discipline the distillers was reported in the stage of preparation from the office of Treasury Secretary John Snyder, under which the Internal Revenue Bureau and Tax Unit operate.

● An official of New York State's Women's Christian Temperance Union said 500,000 members in 10 000 local unions would line up solidly against such radio advertising, while the national WCTU urged speedy enactment of pending anti-liquor legislation.

● The Senate Interstate & Foreign Commerce Committee, headed by Sen. Johnson, revealed receipt of nearly 100 communications commending the Colorado Senator on his stand.

The 50-50 balance on stations, with returns by no means nearly full, was revealed in a progress report by Tom Flanagan, executive

*(Continued on page 49)*

# TWA RADIO ADVERTISING

## Airline Spends $125,000 in First Half of 1949

USING 36 stations in 11 cities, Trans World Airline has spent $125,000 in the first six months of 1949 on spot radio advertising, according to Sam Henry, advertising manager for TWA's transcontinental division.

"As a year-round advertiser," said Mr. Henry, "TWA is the most consistent user of radio in the travel and transportation field. Traditionally, radio was not an advertising medium for transportation carriers. But, three years ago, TWA turned to radio with a definite philosophy in mind.

"Everybody — young and old, rich and poor—is a prospective air traveler," Mr. Henry explained. "The cost is within everybody's reach. And our idea in using radio is to widen our wingspread and carry our advertising to a mass market."

He pointed out that the survey of a jingle TWA used in St. Louis in January and February of 1947 showed 46% listener rating and was encouraged to team radio up with more standard means of transportation advertising—travel folders, window displays, newspapers and magazines.

Mr. Henry went on to show that TWA in 1947 spent $150,000 in 12 major cities after adopting radio on a national basis. "General indications," he said, "showed that radio was paying off in terms of increased air travel, and, in 1948, TWA upped its radio outlay to $250,000. The same rate of expenditure has been continued through the first six months of 1949."

In mid-1948, the airline switched to localized live-announcement copy, using local station announcers. In the first half of 1949, TWA's radio advertising covered the following cities: New York (WCBS WJZ WOR WQXR), Chicago (WGN WIND WMAQ WLS), Los Angeles (KECA KFI KHJ KNX), San Francisco (KJBS KFRC KGO KNBC), Kansas City (KMBC WDAF), Pittsburgh (KDKA KQV WCAE WWSW), St. Louis (KSD KWK KXOK), Philadelphia (KYW WFIL), Cincinnati (WCPO WKRC WSAI), Boston (WCOP WEEI), and Washington, D. C. (WRC WMAL WOL WTOP).

*TWA's spot radio advertising figures are presented by Mr. Henry.*

# INDUSTRY DATA

## New Committee Named

NEW Industry Statistics Committee to direct expanded data service has been named by R. C. Cosgrove, Avco Corp., president of Radio Mfrs. Assn., Frank W. Mansfield, Sylvania Electric Products, continues as chairman. The committee supervises monthly reports of radio and TV set output, tube sales and quarterly reports covering TV set distribution and cathode ray tube output.

Other committee members are E. C. Anderson, RCA; Paul Eshleman, DuMont Labs; G. W. Henyan, General Electric Co.; George McCleary, RCA Victor Division; C. G. Muller, Avco; Bill Rinkenbach, Philco Corp.; A. G. Schifino, Stromberg-Carlson Co.; R. C. Sprague, Sprague Electric Co.; Edgar Stanton, Belden Mfg. Co.

An eight-man membership committee was named, with J. J. Kahn, Standard Transformer Corp., as chairman. Members are Virgil M. Graham, Sylvania Electric Products; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; A. Liberman, Talk-a-Phone Co.; Harry G. Sparks, Sparks-Withington Co.; R. L. Triplett, Triplett Electrical Instrument Co.; Thomas A. White, Jensen Mfg. Co.

# SOAP-BOX DERBY

## Chevrolet To Sponsor on CBS

TWELFTH ANNUAL Soap-Box Derby, sponsored each year by Chevrolet for teen-age speed demons, will be broadcast exclusively by CBS on Sunday, Aug. 14, 4:30-4:45 p.m.

Airing will be paid for by the motor car company, which also awards a $5,000 college scholarship to the winner. Race will be held on Chevrolet's Derby Downs gravity track at Akron, Ohio. Top five place winners all receive trophies and prizes, including a 1949 Chevrolet for second place, awarded by the sponsor. Campbell-Ewald is the Chevrolet agency.

Telecasting of the derby will be handled by ABC-TV, on a sustaining basis. Don Wattrick, sports director of WXYZ, ABC's owned and operated station in Detroit, will describe the derby, which will be telecast in cooperation with Chevrolet.

# GENERAL MILLS

## 45% to Radio, 5% to TV

GENERAL MILLS, with a record advertising budget, is devoting 45% of its media dollar to audio and 5% to television, according to Lowry H. Crites, advertising manager. The figures apply to the fiscal year begun June 1.

The General Mills advertising budget is at a record level, $18 million, according to Harry A Bullis, chairman of the board, despite a drop in gross and net income [BROADCASTING, Aug 1]. The company's advertising cost per unit sale is constantly decreasing, he said.

Based on Mr. Crites' statement, which he refused to amplify, General Mills will spend about $8,100,000 on sound broadcasting and $900,000 on television, using the $18 million total budget as a base.

# Decca Earnings

CONSOLIDATED net earnings for Decca Records Inc. for six months ended June 30 were $390,647 after provision of $239,429 for income tax. This equals 50 cents per share on 776,650 shares of capital stock and compares with net earnings of $427,212 or 55 cents per share in the same 1948 period.

Drawn for BROADCASTING by Sid Hix

*"Gotta cut our order. With all these FCC investigations in the wind, pencils are beginning to show up instead of disappear."*

# BEECH-NUT

## K&E Gets $1 Million Account

BEECH-NUT PACKING Co., Canajoharie, N. Y., has appointed Kenyon & Eckhardt, New York, to handle its more than $1 million advertising campaign, effective Sept. 1.

On that day the agency takes over the firm's chewing gum, coffee and baby food products.

Newell-Emmett Co., New York, formerly handled the account [BROADCASTING, Aug. 1].

# CHALMERS IS V. P.

## Gets New Post With K&E

WILLIAM A. CHALMERS, account executive on Ford Motor account since January 1948, has been appointed vice president and radio director of Kenyon & Eckhardt. Mr. Chalmers succeeds Leonard Erikson who has resigned from that post [BROADCASTING, Aug. 1].

Mr. Chalmers

Mr. Chalmers also will serve on the basic plan board of K&E. He joined the agency in the middle of 1947 after serving as assistant advertising director for Richard Hudnut.

Mr. Chalmers first entered the advertising field with BBDO agency. After a year with BBDO he went to Hollywood as an actor appearing in numerous productions.

Later he joined Geyer, Cornell & Newell as special radio time buyer in behalf of Nash cars. Then he joined Erwin Wasey & Co. in Philadelphia. When the Philadelphia office closed, he returned to New York and the Biow Co. Soon he was made executive assistant to Milton Biow, head of the agency, and remained in that capacity for four years.

Mr. Chalmers joined Free & Peters in 1941 and remained with the organization until early 1944 when he joined the Army.

# SMITH BROS.

## Buy 'Stop the Music' Segment

SMITH BROTHERS Inc., Poughkeepsie, N. Y., will sponsor the second quarter-hour segment of the ABC *Stop the Music* program over 187 of the network's stations starting Sept. 18.

The 52 week contract, signed through Sullivan, Stauffer, Colwell & Bayles Inc., New York, covers the time period being released by Eversharp Inc., Chicago, through Biow Co., after the Sept. 11 broadcast.

Program is aired Sunday, 8-8 p.m.

# NEW ERA AT NAB

## Markham, Rankin Posts Complete Staff

By J. FRANK BEATTY

NAB set out last week on a new phase of its 26-year career, with President Justin Miller taking over complete and active control of the association's management.

The new and more compact NAB, redesigned to meet progress of the art, appeared in its new dress for the first time last Monday morning. Judge Miller finished the basic personnel job right on the schedule set by the board but the complete executive staff will not be operating until Sept. 1.

Two top appointments wound up the staffing operation. Judge Miller named G. Emerson Markham, station director of General Electric's WGY Schenectady and its TV and FM outlets, as director of the new NAB Video Division.

Forney A. Rankin, Judge Miller's international adviser, becomes director of the new Dept. of Government Relations.

### Hardy Heads Audio

Previously Judge Miller had named Ralph W. Hardy, assistant manager of KSL Salt Lake City, as director of the new Audio Division, paralleling the Video Division [BROADCASTING, July 25]. Arthur C. Stringer, director of the abolished FM Dept., becomes assistant audio director specializing in FM.

Having completed the reorganization in line with the board's directions [BROADCASTING, July 18], Judge Miller was preparing to inform the NAB Structure Committee, headed by Clair R. McCollough, WGAL Lancaster, Pa., of the actions he had taken. The committee in turn will report to the full board in November. It remains an active committee, at least until that time.

While the board directed that NAB's standing committees be cut to five members as part of a general economy move in which the NAB budget was cut from around $800,000 to $701,511 for the fiscal year started Aug. 1, no action has been taken. It is believed the present committees will remain active until the 1950 convention next April. Savings may be effected by keeping committee meetings down to a minimum. No meetings are scheduled at this time.

Judge Miller told BROADCASTING, just before leaving on vacation Friday, that he considers the new NAB organization "a highly efficient streamlined operation with a very good team."

He will take a "working vacation," and had arranged to spend the weekend at Salt Lake City conferring with Mr. Hardy on the new Audio Division. He had conferred a week earlier with Mr. Markham in New York.

"I have greater confidence in the efficiency of NAB than I have had at any time since I became president," Judge Miller said. "We have been hurt at one or two points, particularly in the research area. The Research Dept. deserves credit for many of the projects carried out by the president's office as well as employe-employer relations, public relations, Broadcast Advertising Bureau and other departments. Kenneth Baker, research director, has supervised the department despite the fact that he is in New York on loan to BMB, devoting evenings and weekends to NAB functions.

Mr. Hardy

Mr. Markham

"The new division directors will have three immediate jobs when they take office next month. First, they must get in touch with their segments of the industry and determine what the members want NAB to do for them.

"Second, they will explore the work of NAB's six departments. Each department head has prepared a detailed statement on overall activities for their guidance as well as a guide to the board, Structure Committee and the president's office.

"Third, they will be expected to stimulate additional services from NAB's departments and to expand the scope of their activities.

"The board directed that NAB be reorganized by Aug. 1 and specified the type of structure it wanted. That assignment has been carried out on schedule. It has involved the elimination of a number of staff members, reorganization of departments, and elimination of the office of executive vice president and the entire Program Dept. Each job has been done. The division directors have been named and the departments reconstituted in line with the board's budget limitations.

"Member stations have been notified that their dues have been discounted 12½% effective Aug. 1, as ordered by the board."

Judge Miller already has developed a fund of information on work of the Video Division, based on suggestions submitted by TV stations. Among services proposed are means to work out problems of receiver set distribution, development of better programs at less cost, regulatory aids for stations, engineering counsel with FCC, reports on station applications legislative functions, labor counsel, public relations activities and promotion of uniformity in rates and contracts.

Mr. Stringer is at work on a series of FM projects. These include promotion of FM band circuits in TV receivers; better FM receivers; simultaneous AM-FM licenses; combination AM-FM listings in directories; studies of storecasting and transit radio; management surveys of individual stations; FM success stories; facsimile studies. The Employee-Employer Relations Dept. is to make an overall economic study of FM stations covering personnel costs.

In the overall NAB budget operation, numerous cuts were made in secretarial and clerical staffs. The complete reorganization finds many functions of abolished units transferred to the remaining six departments.

Last Monday Judge Miller called a staff meeting at which he explained that departmental activities will be integrated with the new Audio and Video Divisions. The two division heads will call on department directors for services, though these department directors report directly to the president. Judge Miller instructed department directors to contact him by telephone at Los Angeles when problems arise that they cannot solve.

NAB's travel allowances will be sharply cut. A minimum crew will make the district meeting circuit

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# RECRUITING ADS?

## NME To Re-Study Need

SELECTION of Gardner Advertising Co. to handle Army-Air Force advertising contract for fiscal 1950 hit a snag last Wednesday when the National Military Establishment announced it planned "to re-study the entire advertising question" and Gardner's contract would be terminated effective Oct. 31.

The announcement stated that the Secretaries of the Army and Air Force "are undertaking a study to determine whether advertising is necessary to support the U. S. Army and Air Force recruiting service in the forthcoming fiscal year." They commended the Gardner agency "for the program which it has been conducting" since October 1948.

NME spokesmen said the needs of planning and recruiting were smaller than anticipated, and that the present $1,880,000 budget was believed "excessive" in view of present Army-Air Force strength. The new contract for 1950 is retroactive to July 1, but Congress has not yet passed the military appropriations bill.

It was speculated that Congress may decide to lump all recruiting ad funds (for Army, Air Force, Navy, Coast Guard) under one budget, thus paving the way for possible review of agency bids for the contract. NME spokesmen acknowledged the possibility, but denied there were of any "implications" underlying the NME decision. Instead, they described it as a matter of "military cutbacks." They emphasized the advertising program would not necessarily end totally Oct. 31.

The Senate Appropriations Committee, which last June held hearings on contract negotiations involving bidding agencies at the request of Ruthrauff & Ryan, reported out the military funds bill (HR 4146) last week. Whether Gardner Advertising had drawn its official approval was not known. There were indications, however, that the agency and Military had, in effect, received the "go-ahead" to sign the contract. The committee's report made no mention of the controversy and Sen. Elmer Thomas (D. Okla.) reportedly was not disposed to press the matter any further.

The Gardner agency was selected last May to handle the 1949-50 advertising contract covering recruiting and procurement after 44 agencies were invited to submit bids. The field eventually was narrowed down to four, including Ruthrauff & Ryan, N. W. Ayer & Son and The Caples Co. Gardner Adv. Co. had handled the account the previous fiscal year.

The dispute arose when Ruthrauff & Ryan, through its counsel, Miller & Blake, of Washington, requested a hearing before the Senate Appropriations subcommittee for the Armed Forces, headed by Sen. Thomas. The agency felt the Army's decision on the contract "was arbitrary and unfair in principle to the advertising industry."

To that end Roswell W. Metzger, vice president of Ruthrauff & Ryan, testified as did Kenneth Miller of the law firm; James M. Wallace, N. W. Ayer & Son; Mark Martin, Gardner Adv. Co. (Washington branch); Maj. Gen. Thomas J. Handley Jr., chief of military personnel procurement service division, NME. They appeared last June 24.

Mr. Metzger felt the contem-

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# PACKAGE PROGRAMS

## CBS Sells Shows to 27 Sponsors

By BRUCE ROBERTSON

IN A MONTH or so, when summer hiatuses and replacements are finished for another year and advertisers are sponsoring their regular programs for the winter-spring season, 27 advertisers on the CBS line-up will be sponsoring programs owned and packaged by CBS. The emergence of CBS as a major program producer is the result of nearly a decade of planning and experimentation and trial and error testing, all based on a single theorem. It is:

"In getting larger audiences at lower cost, 'What program?' counts as much as 'Which network?'"

As long ago as 1940, when a group of new programs developed by CBS was given summer tryouts in an evening series with the overall title *Forecast* the network has been working toward the goal of new programs at more realistic costs. Undaunted by the failure of any of the *Forecast* programs to survive and continue as a fall and winter commercial, CBS program executives continued to experiment until they had perfected what they now proudly term "radio's largest program-building operation."

### Ideas Screened

The process begins with the idea-screening stage, with 8,000 new ideas and personalities scanned, probed and analyzed by the network's top program people each year. Of the 8,000 entering the screening procedure, some 1,500 are found worthy of discussion by the CBS program department committee. About 500 of these pass the second screening and proceed to the top CBS program board, which is headed by William S. Paley, chairman of the board of CBS, and includes the network's president, executive vice president and head of every major department except engineering.

When this top group has finished its deliberations, about 40 programs, ½ of 1% of the original 8,000, actually go on the air on CBS for test runs before the general public. Some of them, like *My Friend Irma*, click from the start, with good ratings, critical acclaim, and, before very long, sponsors who capitalize on the spade work of the network.

CBS reports that *My Friend Irma*, in its first season for Lever Bros.—September 1947-April 1948—delivered that advertiser more homes per dollar than any other comedy show then on the air. The number, according to the Nielsen Radio Index, was 498 homes per dollar, compared with 487,465 and 414 homes per dollar for the three runners-up.

Not every CBS package program duplicated the success of *My Friend Irma*, soon to start its third season for the same sponsor. Some build more slowly and acquire reasonably satisfactory audiences but do not seem to appeal to advertisers. A good example of this type is *Life With Luigi* which currently attracts some 30% of the Sunday evening listeners in competition with *Stop the Music*. Because of this following, and because of the program's story of an immigrant's experience with life in the United States carries a patriotic message that CBS believes important in these times, *Life With Luigi* has been kept on the air for more than a year, although it is still looking for a sponsor.

The 40 favored choices of the CBS program board also includes its share of flops, programs which the listening public is able to resist in overwhelming numbers, programs whose chief virtue is keeping the heads of the program board members to normal size by constantly reminding them that no showman has ever been consistently right in guessing what would please the public.

As a corollary to its stable home-built programs, CBS has also embarked on a widespread campaign of purchasing radio shows or entertainers already established as top favorites with the American public. Amos and Andy, Jack Benny, Bing Crosby, Lum and Abner, Burns and Allen, and Edgar Bergen are among the new stars so added to the CBS firmament, which the network's executives are sure will this fall and winter be the highest heaven of all networks.

In acquiring these top-rating radio properties, CBS ties up all broadcasting rights, enabling them to network build new forms of vehicles for the old favorite performers and to use them in television as well as radio. TV plans are already under way for Amos and Andy, Burns and Allen, Lum and Abner and Jack Benny. None of the video formats has been finally determined as yet, but it is probable that by midwinter most, if not all, of these performers will be working before the CBS video cameras as well as the CBS microphones.

Thomas D. Connolly, manager of CBS program sales, told BROADCASTING: "The salient characteristic of the whole operation is this: We have successful programs of our own on the air for all types of sponsors—soaps and soups, cigarettes and cereals, automobiles and their accessories, and so on. The corollary to that is that we also have all types of shows—daytime and evening, comedy and drama, quiz, news, mystery and audience participation.

"Starting as we did with creative integrity as the fundamental criterion of our program department we could hardly fail to achieve the commercial success that has been ours."

Illustrating the way in which the CBS package programs are being translated into video as well as radio features, Mr. Connolly cited the Hooper Top 10 Teleratings for May, last month when the full winter lineup was represented. Six of the 10 TV network programs were CBS packages—*Arthur Godfrey's Talent Scouts, Toast of the Town, The Goldbergs, Suspense, Arthur Godfrey and His Friends* and *Winner Take All*.

List of CBS package programs under sponsorship:

| Program | Sponsor | Product | Agency | Starting Comm. Date | First on CBS Pkge. |
|---|---|---|---|---|---|
| Allan Jackson—News | Seeman Bros. | Air Wick | Weintraub | 1/29/49 | 2/1/48 |
| Amos N Andy | Lever Bros. | Rinso | R&R | 10/10/48 | 10/10/48 |
| Godfrey's Talent Scouts | Lever Bros. | Lipton's | Y&R | 7/25/47 | 7/2/46 |
| Crime Photographer | Toni Co. | | FC&B | 8/8/46 | 7/1/42 |
| Eric Sevareid—News | Met. Life Ins. Co. | | Y&R | 6/27/42 | 1939 |
| Edward R. Murrow | Campbell Soup | | Wheelock | 4/26/42 | 4/9/39 |
| Give and Take | Toni Co. | | FC&B | 8/25/45 | 8/25/45 |
| Jack Benny Show | American Tobacco | Lucky Strike | BBDO | | |
| | | | | 1/2/49 | 1/2/49 |
| Hilltop House | Miles Labs | | Wade | 9/30/48 | 5/17/48 |
| Hit the Jackpot | DeSoto Plymouth Dealers | | | 6/29/48 | 6/13/48 |
| Let's Pretend | Cream of Wheat Corp. | | BBDO | 9/25/43 | 6/8/39 |
| Lowell Thomas | Procter & Gamble | | Compton | 8/19/46 | 8/19/46 |
| My Favorite Husband | General Foods Corp. | | Y&R | 1/7/49 | 7/5/48 |
| My Friend Irma | Lever Bros. | Pepsodent | FC&B | 8/25/47 | 4/11/47 |
| Sat. Sports Reviews (Red Barbers Clubhouse) | U. S. Army | | Gardner | 7/29/49 | 5/8/48 |
| Suspense | Electric Auto Lite Co. | | Newell-Emmett | 12/2/43 | 6/17/42 |
| Arthur Godfrey Show 10:15 a.m. | Lee Pharm. | Spray-A-Wave | D-F-S | 5/30/49 | 4/29/46 |
| 10:30 a.m. | Gold Seal Co. | | Campbell Mithun | 8/30/48 | 4/29/46 |
| 10:45 a.m. | National Biscuit | | McCann-Erickson | 9/6/48 | 4/29/46 |
| 11 a.m. | Ligget & Myers | | Newell-Emmett | 6/2/47 | 4/29/46 |
| Our Miss Brooks | Colg.-Palm.-Peet | | Ted Bates | 10/3/48 | 7/19/48 |
| Wendy Warren News | Gen. Foods. | Maxwell House Coffee | B&B | 6/23/47 | 6/23/47 |
| Winner Take All | Lever Bros. | Rayve | J. W. Thompson | 2/28/49 | 6/3/46 |
| Leave It To Joan | American Tobacco | | L. C. Gumbinner | 9/9/49 | 7/3/49 |
| Edgar Bergen | Coca-Cola Co. | | D'Arcy Adv. | 10/2/49 | 10/2/48 |
| The Goldbergs | General Foods | Sanka | Y&R | 9/2/49 | 9/2/48 |
| Burns and Allen | Block Drug Co. | | | 9/49 | 9/48 |

# CBS INCOME

## $52,885,319 To July 2

CBS gross income from sale of facilities, talent, lines, records, and from other sources amounted to $52,885,319 for the 26 weeks ending July 2.

That was $4,068,333 more than the $48,816,986 taken in during the same period in 1948.

The figures were made available Wednesday when the board of directors declared a cash dividend of 35 cents per share on its Class A and Class B stock to holders of record as of Aug. 19.

The gross income figures, however, were offset by increased operating cost, which brought the net income for the six-month period to $1,709,391 as against $2,288,237 the previous year. The net income came to $1.00 per share during the 26 weeks of 1949 compared to $1.35 during the first 26 weeks of 1948.

The figures, which are subject to year end audit:

CBS AND DOMESTIC SUBSIDIARIES

Consolidated Income Statement

| | Six Months Ending July 2, 1949 (26 weeks) | July 3, 1948 (26 weeks) |
|---|---|---|
| Gross income from sale of facilities, talent, lines records, etc. | $52,885,319 | $48,816,986 |
| LESS: Time discount and agency commissions, record returns, allowances and discounts | 15,679,379 | 14,053,460 |
| TOTAL | $37,205,940 | $34,763,526 |
| Deduct: Operating expenses and costs of goods sold | 24,399,524 | 22,735,074 |
| Selling, general and administrative expenses | 8,947,507 | 7,979,098 |
| Provision for depreciation and amortization fixed assets | 615,478 | 510,420 |
| TOTAL | $33,962,509 | $31,224,592 |
| | $37,205,940 | $34,763,526 |
| | 33,962,509 | 31,224,592 |
| | $ 3,243,431 | $ 3,538,934 |
| Miscellaneous income, less: Miscellaneous deductions | 44,040 | 184,030 |
| Income before federal income taxes | 3,199,391 | 3,723,237 |
| Provision for federal income taxes | 1,490,000 | 1,435,000 |
| NET INCOME FOR PERIOD | $1,709,391 | $2,288,237 |
| Earnings per share (calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of July 2, 1949) | $1.00 | $1.35 |

# COLUMBIA PROMOTION

## *Praised by CAAB Members*

CBS Affiliates Advisory Board, holding its second meeting of the year last Monday and Tuesday at the network's New York headquarters, adopted a resolution congratulating the network "for its brilliant 1949 fall program promotion campaign in support of the greatest schedule of programs ever to be carried by any radio network."

Adopted after a joint Monday morning session with program executives of the CBS affiliated stations, concurrently attending the CBS Program Promotion Clinic at New York's Waldorf-Astoria, the CAAB resolution continued:

"The 178 constituent independently-owned stations represented by this board are urged to expend all possible effort in support of the CBS fall program promotion campaign so that the values of the Columbia fall program offerings may be brought fully to the American people, to the end that the widest possible circulation for these outstanding programs may be achieved."

The group then attended a joint luncheon with the clinic, addressed by Frank Stanton, CBS president; Hubbell Robinson Jr., vice president and director of programs, and John Karol, sales manager.

The regular CAAB meeting Monday afternoon was devoted chiefly to television. Following an opening talk by Mr. Stanton, Adrian Murphy, vice president and general executive, reported on the FCC's proposed reallocation plan for TV stations; William B. Lodge, vice president and director of general engineering, spoke on the plan's technical aspects; Herbert V. Akerberg, vice president in charge of station relations, discussed the growth of the CBS-TV Network.

Earl Gammons, vice president in charge of the CBS Washington Office, reported on Washington operations to close the afternoon session. At the dinner that evening, Mark Ethridge, publisher of the Louisville *Courier-Journal* and vice president of WHAS Louisville, was guest speaker.

Tuesday morning CAAB session included a report on the CBS sales picture by Mr. Karol; a report on program plans by Mr. Robinson, and a report on CBS public affairs broadcasts by Davidson Taylor, vice president in charge of public affairs programs. The two-day meeting concluded that afternoon with a general discussion of network-station problems.

Members of the CAAB are:

I. R. Lounsberry, WGR Buffalo, chairman, representing District 2; E. E. Hill, WTAG Worcester, Mass., secretary, District 1; C. T. Lucy, WRVA Richmond, Va., District 3; Glenn Marshall Jr., WMBR Jacksonville, Fla., District 4; Howard Sumerville, WWL New Orleans, District 5; Richard Borel, WBNS Columbus, Ohio, District 6; William Quarton, WMT Cedar Rapids, Iowa, District 7; Kenyon Brown, KWFT Wichita Falls, Tex., District 8; and Clyde Coombs, KROY Sacramento, Calif., District 9.

CBS executives who attended the CAAB meeting were:

Frank Stanton, president; Joseph H. Ream, executive vice president; Adrian Murphy, vice president and general executive; Howard S. Meighan, vice

*(Continued on page 50)*

* * *

**COMBINED luncheon meeting of the Columbia Affiliates Advisory Board and the CBS Promotion Managers Clinic, both meeting in New York, offered an opportunity for informal discussions among network executives and affiliates personnel.**

**TOP PICTURE: Listening intently are (l to r) Kenyon Brown, director of operations, KWFT Wichita Falls, Tex.; C. T. Lucy, general manager, WRVA Richmond, Va., and Joseph H. Ream, CBS executive vice president.**

**MIDDLE PICTURE: Talking things over are (l to r) William Golden, associate director of advertising and sales promotion for CBS; Howard S. Meighan, CBS vice president and general executive; Howard Sumerville, general manager, WWL New Orleans, and Richard Borel, general manager, WBNS Columbus, Ohio.**

**BOTTOM PICTURE: It looks like a serious discussion among (l to r) Lawrence Lowman, CBS vice president and general executive; Glenn Marshall, general manager, WMBR Jacksonville, Fla.; Herbert V. Akerberg, CBS vice president in charge of station relations, and Clyde Coombs, general manager, KROY Sacramento, Calif.**

# DISPUTE SETTLED

## *CBS And IBEW Okay New Wage Pact*

AFTER THREE months of negotiations and after strike votes in New York and Los Angeles, CBS and IBEW settled their wage disputes last Wednesday and agreed to terms of a new one-year contract.

The terms provide for salary increases for technicians in New York and Los Angeles, while the union agreed in turn to certain changes in working conditions and to a new employe classification.

James Seward, CBS vice president in charge of operations, commenting on the negotiations, said that the establishment of the new assistant technician category for television, and other changes, would substantially balance the costs of the advances.

For the union's part, Freeman Hurd, of the IBEW's international office, said that the advances made by the union, while not up to its original demands, kept it ahead of other unions in the field.

The contract, for one year effective May 28, 1949, anniversary date of the former agreement, applies to all CBS technicians in Boston, Chicago, Los Angeles, Minneapolis, New York, St. Louis and San Francisco.

In New York and Los Angeles, it was learned, the top of the scale was increased by $3.50 while other steps in the scale were increased by $2.50 weekly. Thus the new technicians scale would be:

$65 starting
$70 after three months
$80 after one year
$90 after two years
$100 after three years
$112.50 after four years
$128.50 after five years

Changes also were said to have been made in scale patterns at Chicago and San Francisco which will result in immediate salary increases to some employes in San Francisco.

In return for its advances, IBEW agreed to the establishment at $52.50 weekly of the assistant technician classification for television.

Such employes are charged with the physical rather than the technical work of handling television equipment. They push dollies and microphone booms around, adjust micro-wave parabola equipment, assist in receiving set maintenance, handle cables and a variety of other chores.

It was said, however, that no one presently employed as a technician would be replaced by a man in the new category. Thus, the assistant technician category is to be reserved for new employes performing the functions outlined.

Although nothing was said by the network or the union with regard to a policy of hiring such assistants, there is considerable speculation that the network may use the category as a means of breaking in future technicians.

The classification, however, is not set up as an apprentice category and there are no limitations on the length of time a man can remain in the category.

The union also made concessions in its notice for schedule changes and days off. Change in days off will now require only three days notice by CBS instead of five. Schedule changes may be made up to 5 p.m. two days before the change instead of the old notice of a full 48 hours.

# GREY SKIES ARE BLUE

## As N. Y. Agency's Billings Soar

WITH the acquisition of its newest account, Lee Hats [BROADCASTING, July 11], the radio and television billing of Grey Adv., New York, has soared to a total of more than $3 million. And therein lies one of the most striking current success stories in the agency field.

Within one year the agency has bagged three major network radio and television accounts. First it took over the two network radio programs sponsored by Ronson Lighters: *Twenty Questions* and the *Johnny Desmond Show* on Mutual, thus instantly increasing by more than 18 times its radio and television billing in a single year.

Next Grey convinced the Gruen Watch Co.—hitherto an occasional spot user—to plunge into radio with the expensive and policy-breaking one hour NBC giveaway, *Hollywood Calling*, of which Gruen sponsors one-half hour, 7:30-8 p.m. Sunday night.

And with the signing of Lee Hats, featuring Screen Star Robert Montgomery in a weekly quarter-hour commentary on ABC, Grey Adv. has arrived as a reckonable entity in the broadcast field.

The television and radio operation of the agency is headed by Jack Wyatt, formerly of Cecil & Presbrey, with Joe Bailey, former vice president of packager Louis G. Cowan Inc., functioning as manager of the department.

Grey always has been known for its strong merchandising tie-ups and for the sales promotion it has rendered its clients, yet, it is not without a radio history. The agency was the first to employ Walter Winchell on ABC for its client, Wise Shoes. In those days Mr. Winchell's drawing power apparently was not so strong as it is today and a star performer was used each week to bolster the show's rating.

Grey also introduced Phil Spitalny and his *Hour of Charm* to the radio audience in 1936 for Zotos Permanent.

Five years ago the agency was one of the first to become actively interested in video. At that time it began publication of a house organ, *Television Grey Matter*, which was circulated to account executives of the agency and to clients. It was calculated to acquaint its readers with the developments and promise of the new medium. Today an appreciable number of the clients thus circularized are on television.

Launched Aug. 1, 1917, by Lawrence Valenstein as a one man direct by mail advertising agency servicing fashion accounts, the agency today boasts a billing in excess of $12 million with a staff of 211 employes and more than 60 accounts. Mr. Valenstein is president and treasurer of the firm and Arthur C. Fatt, who joined Grey Adv. 28 years ago, is executive vice president and secretary.

Grey Adv. is not named for a man, but for a color—the color of its walls at the time the agency was formerly organized in the early 1920's.

There's the success story not only of an advertising agency, but of a department within the agency as well.

Mr. VALENSTEIN

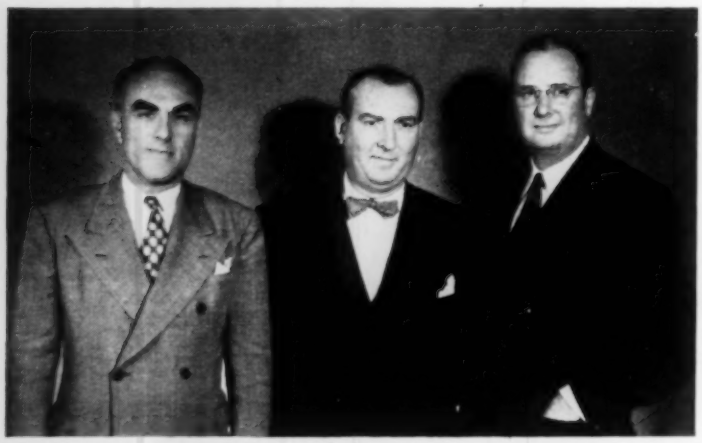
One of a Series

## LANTRY NAMED

### To W-I Network Post

HARRY LANTRY, former manager of MBS key Inland Empire outlet, KNEW Spokane, will assume new post as assistant to the president and director of station relations for the Washington-Idaho Network, according to President Burl C. Hagadone. Mr. Lantry is one of radio's pioneers in the Pacific Northwest.

Taking over as KNEW manager will be C. E. Rodell, manager of KVNI Coeur d'Alene, Idaho. Wayne E. Olsen of the KNEW commercial department, will take over the managership of KVNI and assistant manager for the same station will be Bernard V. Merriman, former program director for the station.



**JAMES W. BLACKBURN (l) and Ray V. Hamilton (r), principals in Blackburn-Hamilton Co., meet in Chicago with Harold R. Murphy to make plans for opening of the firm's new Chicago office at 333 N. Michigan Ave. Aug. 15. Mr. Murphy, formerly vice president of Calumet Publishing Co. and prominent in midwest publishing and broadcasting activities, will be in charge of the firm's midwest headquarters. Blackburn-Hamilton, exclusive media broker, also has offices in Washington, D. C., and San Francisco.**

## PER INQUIRY

### New Deals Reported Flooding Stations

PER INQUIRY projects designed to obtain broadcast time at less than card rates continue to pour into stations during the mid-summer period judging by complaints filed by stations with BROADCASTING and NAB's Broadcast Advertising Bureau.

Cayton Inc., Empire State Bldg., New York, has written stations that outlets are earning "at least three times their national card rate on every announcement" for Re-Clean Home Dry Cleaner. This cleaner is described as "a truly remarkable concentrated formula that changes water into the safest, most effective dry cleaner ever known."

Interesting angle in the Re-Clean offer is that different types of deals are submitted. One station is offered 50 cents net for each bona-fide $1 order, according to a letter sent by Allan Black, Cayton's radio director.

Another station, however, is offered $100 per week guaranteed for 250 bona-fide Re-Clean orders, plus a special bonus of 50 cents per order for all orders over 250 each week, net to the station, according to a letter sent by Mr. Black.

A P. I. offer was submitted to stations by Broadway Adv. Agency, 1674 Broadway, New York. Enclosing copy of a newspaper advertisement, which is said to be getting results, the agency asks, "Could radio pull?" The proposition offered stations includes $1 for each $2 sale of Alldead, "a new formula" said to be a quick killer of bedbugs and other insects. The deal is offered on behalf of New York Insecticide Co., 152 W. 42d St., New York.

Stations are offered 50 cents on each order for Oculens anti-glare glasses and $1 for each Presto fire extinguisher in an offer from Byrde, Richard & Pound Advertising, 381 Fourth Ave., New York.

Replying to the offer, John Kennedy, general manager of KEVA Shamrock, Tex., wrote: "Those were mighty pretty ads you sent along . . . no doubt the *New York Times* handled them on a per inquiry basis." The agency is reminded that P. I. business permits "weak sisters to continue operating and milking the public."

One P. I. deal was proposed via a classified ad in the *New York Herald Tribune*. According to the copy, H. K. Simon, 59 Park Ave., New York, has a plan, with "results assured or no charge!" The heading on the copy says "Try 'Per Inquiry' Radio" addressed to advertisers.

Protests have been received about a piece of commercial copy submitted to news program directors by SC Syndicate, 230 E. Ohio St., Chicago 11, on behalf of Reo Motor Co. The copy details the blessings of a new gasoline truck engine.

## UE Workers Probe

HEARINGS have been scheduled by the House Un-American Activities Committee in connection with a study of Communist influences in the United Electrical, Radio and Machine Workers Union (CIO) in Pittsburgh, Pa. The committee announced last Wednesday it had received information of such influences affecting vital and strategic industrial plants, and planned to look into the situation. Purpose of the hearings would be to determine whether legislation should be proposed requiring plants engaged in certain government work to set up security standards for the protection of government secrets, the committee said.

# WOL TO WWDC

## Application Filed; MBS Affiliation in Air

FORMAL application was filed with FCC last Thursday for consent to the $300,000-purchase of Cowles-owned WOL Washington, regional MBS outlet, by WWDC Washington, local independent [CLOSED CIRCUIT, Aug. 1]. WWDC is licensed to Capital Broadcasting Co., owned chiefly by Joseph Katz, Baltimore advertising agency executive.

The transaction, which also includes WOL-FM, provides that FCC's approval must include the provision that Capital Broadcasting be allowed up to six months to dispose of the WWDC-AM-FM facilities. A number of prospective bidders, including a present Washington area daytime-only station operator, were reported last week to be interested in the local assignment to be relinquished by WWDC. Asking price unofficially is said to be around $250,000.

WOL is assigned 5 kw fulltime on 1260 kc while WWDC is assigned 250 w fulltime on 1450 kc. Both FM outlets are 20 kw operations. Capital Broadcasting will retain the WWDC-AM-FM calls. It also plans to keep the WWDC-FM frequency because of the Transit FM programming setup with Washington's public transportation system, the Capital Transit Co.

### MBS Affiliation

What will happen to Mutual's affiliation in Washington is one of several facets of the transaction that will not be settled until the sale of the present WWDC facilities is completed. Capital Broadcasting informed the Commission it will fulfill the Mutual contract, which expires June 1, 1950, unless otherwise terminated.

WWDC has enjoyed considerable success with its 24-hour daily music-news-sports format in the crowded Washington market which presently has some two dozen AM, FM and TV outlets in operation. Observers believe WWDC, under the general managership of Ben Strouse, would not be inclined to take all the network programs in preference to the proven successful present format. WWDC also carries the baseball games of the Washington Senators.

Mr. Strouse last week told BROADCASTING that no decision had been made about the Mutual affiliation, aside from the position stated in the application. It was indicated Capital Broadcasting might consider including the MBS affiliation in the package of WWDC's present facilities. However, in other quarters there was speculation as to whether the network would be content with a local outlet in Washington or might consider jumping across the Potomac to suburban WEAM Arlington, Va., a 5 kw independent on 1390 kc. All other Washington area stations are either affiliated with the three other networks, or are independent locals or daytimers.

The Cowles newspaper and radio interests, which acquired WOL in 1944 in a swap of its WMT Cedar Rapids, told the Commission it "proposed to withdraw from the Washington field at this time in order more effectively to concentrate its efforts on the development of its radio and television plans for the Midwest and Boston." Cowles Broadcasting Co., WOL licensee, also is licensee of KRNT Des Moines, WNAX Sioux City-Yankton, S. D., and WCOP Boston. Cowles is TV applicant at Des Moines.

Also undecided and dependent on the sale of WWDC's facilities is whether or not WWDC will remain at its present location or move over a couple of blocks and take over the WOL studios. Both are in prominent downtown locations but the WOL studios are "a few square feet" smaller than those of WWDC's, according to Mr. Strouse, who said his staff is a little cramped for space now. WOL has an excellent newsroom setup, however, he said.

WWDC will take over the WOL transmitter plant which includes both AM and FM transmitters. WWDC presently has separate sites for its AM and FM plants.

The application showed that the WWDC-AM-FM staff presently includes 25 program, 17 technical, 8 sales and 6 administrative people and that "some additional employes may be added from the present staff of WOL." It was explained that the number of technical staff members may be reduced with the combining of AM and FM transmitters in one plant.

Mr. Strouse said no substantial changes in staff are contemplated at the present time. He affirmed that WWDC will retain its all-night operation and said he is considering the addition of a 5-6 a.m. farm program in view of the expansion of coverage into rural areas. Mr. Strouse said he also plans to expand the independent operation of WWDC-FM which now programs separately for Transit FM from 7 a.m. to 7 p.m. daily and duplicates AM other times.

### Assets Reported

The application reported WOL-AM-FM assets as of June 18 at $534,318.48. Property value for WOL, at depreciated figure, was given as $325,746 for transmitter property and $23,161 for studios and offices. Total replacement value was cited at $492,898. Separate depreciated value for WOL-FM technical equipment was given in addition as $65,960. Cowles Broadcasting Co. as of Dec. 31 had assets of $2,388,364.20.

Capital Broadcasting reported assets of $152,484.18 as of June 30, including $91,779.94 in fixed assets. WWDC's net income in 1947 was given as $30,397.57 and in 1948 as $8,544.38. The 1948 figure is after deducting losses in excess of $26,000 for FM operation, which the application stated, will be on a profitable basis by the time the WOL acquisition is approved.

Capital Broadcasting estimated the first year's operating cost of the WOL facilities would be $420,000. Estimated revenue is $520,000.

The application said that in the event Capital Broadcasting is unable to sell WWDC's present facilities and must surrender the assignment to FCC, the additional monies needed to buy WOL will be obtained from the Joseph Katz Co., the Baltimore agency operated by Mr. Katz. The agency cited assets as of April 30 of $797,529.07.

Mr. Katz is president and 95% owner of Capital Broadcasting. Mr. Strouse is vice president and 2.5% owner and Charles M. Harrison, Baltimore, is secretary and 2.5% owner.

Luther L. Hill, general manager of the Des Moines *Register* and *Tribune* and head of the Cowles radio enterprises, and Carl T. Koester, treasurer of Cowles Broadcasting, signed for Cowles in the negotiations while Messrs. Katz and Strouse represented WWDC. WOL's legal counsel is Segal, Smith & Hennessey, WWDC's Pierson & Ball, both Washington. The sale was handled by Howard E. Stark, radio director of Smith Davis Corp.

# KBKI CRUSADE

## Son Hoped To Carry On

ALTHOUGH Burt Mason, 22-year-old son of a slain Texas program director, was ready to go on the air after the killing to continue his father's crusade against a dime-a-dance palace, Station Co-owner Ed Lloyd decided it was inadvisable at the time.

This came to light after W. H. (Bill) Mason of KBKI Alice, Tex., was shot and killed [BROADCASTING, Aug. 1]. The slaying was ascribed to a broadcast crusade against the dance hall.

Held on a murder charge was Deputy Sheriff Sam Smithwick, referred to in broadcasts as owner of the building housing the dance place.

Mr. Mason, 51, who had worked on newspapers from New York to San Francisco before turning to radio, was slain as he got out of his automobile on an Alice street. A bullet cut through him near the heart.

Mr. Mason had repeatedly criticized conditions at the dance hall and was especially critical in his broadcast the day before he was killed.

In his last broadcast, Mr. Mason said: "I am going to take the gloves off today in the prostitution situation and start swinging. The word has been passed to me I better shut up, or else. This is my answer, this is my challenge. As long as a situation like this is permitted to continue, I shall blast it every time a new fact comes to my attention."

The script of the final program was released last Monday by Burt Mason.

Young Mason also revealed that his family received a warning on Friday two hours before his father was fatally shot. He was quoted by AP Reporter William C. Barnard: "A woman telephoned my mother and told her 'I just overheard a conversation—your husband is in danger.' The woman didn't identify herself, and after giving that brief warning she said, 'Someone is listening, I have to hang up.'

"The family didn't pay any attention to the warning, since daddy was being threatened almost daily."

The day after the shooting, five men in two automobiles rode past the dance palace (the Rancho Alegro) and fired shotgun blasts into the place. It was Saturday midnight but the place was reported to be deserted. Texas Rangers moved into the town to patrol it.

Deputy Sheriff Smithwick was removed to a jail in Corpus Christi and later brought back to Alice.

Mr. Mason's death came after a varied journalistic career. He had worked on the *New York Times*, *San Francisco Examiner* and earlier on papers in Minnesota. He was at one time an investigator for present Gov. Earl Warren of California, when Mr. Warren was a district attorney.

In 1936, Mr. Mason was public relations man for General Motors in Dallas at the Texas Centennial. Later, he became public relations director in Akron for General Tire & Rubber Co. Before going to Alice, in south Texas, he worked on the *San Antonio Light*. He became managing editor of the *Alice Echo*, leaving to join KBKI last December.

His son Burt had been helping his father prepare scripts for the broadcasts.

Hundreds of persons attended funeral services for Mr. Mason at the First Presbyterian Church in Alice July 31.

# KRMG TO ABC

## 50 kw Outlet Joins Oct. 1

WITH the addition of the 50 kw KRMG Tulsa to its network Oct. 1, ABC will have increased its total daytime wattage this year by 14.8% to 1,158,350 watts and its nighttime power 10% to 882,950 watts.

The announcement was made by Ernest Lee Jahncke, ABC vice president in charge of stations, who pointed out that with KRMG, ABC will have 12 50-kw outlets on daytime and nine nighttime.

Pointing out that Tulsa was the 69th retail market of the country, the announcement also said ABC now has 99.7% coverage of the top 200 retail sales markets of the country. Mr. Jahncke said the network has a station in each of the first 50 retail markets; in 98 of the top 100, and 138 of the leading 150 market areas. This, he claimed, is a larger number of stations within these markets than any other network.

Mr. Jahncke also cautioned against forgetting radio as well as television was growing. In fact, radio is growing faster than television, he said. Speaking of growth of radio and television so far this year, he said:

During this same period of television growth, radio has grown even faster than television and more radio homes have been added than television homes during this same period. With this in mind, ABC is continuing to encourage facilities and power improvements among its radio station affiliates in order to provide both intensive coverage of the country's buying centers as well as the widest national coverage possible.

KRMG, owned by the All-Oklahoma Broadcasting Co., will operate with 50 kw day and 10 kw night on 740 kc. It will replace KOME Tulsa, 250 w outlet, as the ABC affiliate in Tulsa.

# McCORMICK'S NIECE

## Heads New WLPO Group

PURCHASE of WLPO LaSalle, Ill., by the LaSalle County Broadcasting Corp. under the presidency of Mrs. Peter Miller, a minority stockholder of the *Chicago Tribune* and its WGN-AM-FM-TV [BROADCASTING, July 11], became effective last Monday. On the same day, Col. Robert R. McCormick, chief owner of the *Tribune*, designated the 28-year-old Mrs. Miller, his niece, to be operating head of the *Washington Times-Herald*, which he acquired July 20 [BROADCASTING, July 25].

Mrs. Miller's husband, with whom she publishes the *LaSalle News-Tribune*, is secretary-treasurer of the new WLPO licensee company, which acquired the station from Louis F. Leurig and F. F. McNaughton for $107,000. He was designated by Col. McCormack to be secretary or treasurer of the Washington newspaper. Authorities said no changes are contemplated in personnel or policies of WLPO, which is under the general managership of William Holm. The station is a 250 w daytimer on 1220 kc.

**DONALD W. THORNBURGH (center), new president of WCAU Inc. who assumed office Aug. 1, gets the lowdown on the Philadelphia radio story from Retiring President Dr. Leon Levy (l) and William L. McLean Jr., vice president and treasurer of the Bulletin Co., publisher of the *Philadelphia Bulletin* and parent company of WCAU Inc. Mr. Thornburgh, former vice president in charge of the Western Division of CBS, outlined his aims and policies at an informal meeting of executives and employes.**

# FM OPERATIONS

## FMA Urges Increased Hours

GENERAL increase in the minimum operating hours for FM stations was requested Friday by FM Assn. in a petition filed with the FCC. The action had been recommended by FMA's board at its July 10 meeting [BROADCASTING, July 18].

In filing the petition, Leonard H. Marks, FMA general counsel, said only 50 stations were operating when the minimum hour rule (3.261) was adopted in 1945. About 740 FM outlets are now on the air, he said, "located in 450 cities and communities serving a population both day and night of more than 100 million persons. It can thus be seen that FM broadcasting has now progressed to a point where it can and is rendering broadcast service to substantially all parts of the United States."

Mr. Marks told the FCC many of the stations operate a full 18-hour daily schedule but added that in some areas they adhere to the bare minimums of six hours a day, depriving the public of FM service.

FMA proposes FM stations operate the same hours as AM outlets in jointly-owned FM-AM affiliations in the same area; that in cases where AM is a daytime operation, FM operation include three hours after 6 p.m. in addition to the daytime AM hours; hardship cases be recognized, with relaxation in such cases; FM stations not associated with AM outlets be required to operate a six-hour minimum the first year, eight hours the second, 12 hours the third and fulltime thereafter.

The petition opposes any future FCC ruling that would require an FM outlet to duplicate its companion AM station's programs, contending the board felt unanimously that an FM licensee should decide what programs it broadcasts.

# HOWARD LEROY

## Dies in N. J. Air Crash

HOWARD SANDERSON LEROY, 58, authority on radio and aerial law, was one of 16 persons killed July 30 in the crash of a DC-3 passenger transport and a Navy fighter plane over New Jersey. Mr. LeRoy, member of the Washington law firm of LeRoy & Denslow, was a member of the Federal Communications Bar Assn. and since the 1920s had been active at various times in both the national and international fields of communications law. He was author of *Outline and Guide to Law of Radio and Aeronautics, Aeronautical and Radio Law* and *Air Law*.

In 1927, while with State Dept., Mr. LeRoy was legal advisor to the American delegation and member of the secretariat for the International Radio-Telegraph Conference of Washington. In 1941, as delegate to the first conference of the Inter-American Bar Assn. at Havana, he was named chairman of the standing committee on communications (1942-45). He also was professor of radio and aeronautical law at National U. Law School, Washington. A past president of the Washington Rotary Club and active in numerous other civic and professional groups, Mr. LeRoy is survived by his wife, Mrs. Emillia Redding LeRoy.

# Woodland Elected

CECIL WOODLAND, general manager of WCSS Amsterdam, N. Y., has been elected president of the Community Service Broadcasting Corp., operator of the station. Ted Aber, assistant advertising manager of Mohawk Carpet Mills Inc. has been named vice president. Atty. Ralph T. Kurlbaum continues as secretary and Judge Felix J. Aulisi as treasurer. As president of the corporation, Mr. Woodland succeeds Arthur Carter who announced his withdrawal from active participation in operation of WCSS.

# PAY RAISE

## Approved by Senate Group

THE SENATE Civil Service Committee has followed the lead of the House and placed its stamp of approval on legislation which would boost commissioner salaries of FCC, FTC and other regulatory agencies from $10,000 to $16,000 [BROADCASTING, July 11, 18]. The group last week ordered the measure favorably reported to the Senate floor.

Earlier Sen. Russell B. Long (D-La.), head of a Civil Service subcommittee, told BROADCASTING that for the present he had abandoned his plan to hold hearings on so-called "Government-jumpers" who resign independent offices to turn up shortly as representatives for firms having business with their previous associates [BROADCASTING, July 18].

Sen. Long noted pressure for speedy passage of the salaries bill (HR 1689), as urged by President Truman, but said he still intended to explore the matter at length, possibly in the next Congressional session.

Meanwhile, Sen. Hugh Butler (R-Neb.) still is working on legislation which would prohibit officials of FCC, FTC and others offices from entering private enterprises within agency jurisdiction for two years.

With time running out on Capitol Hill, it was indicated, however, that either Sen. Butler or Sen. Long may still attempt to attach a rider on agency salary legislation which would serve the same end. Such a provision covering FCC is contained in the McFarland communications bill, now on the Senate calendar [BROADCASTING, July 25]. The maneuver would save both time and hearings, it was pointed out. It also was speculated that increases in Commissioners, pay might tend to eliminate some of the reasons advanced by those, and suggested by the President, who leave government service for private firms.

The pay raise is expected to pass the Senate with a minimum of opposition, since the House already has given its approval and Senate leadership, it is expected, will cater to the President's demand for early enactment. The question of $16,000 exceeding the salary of U. S. Senators, discussed in the House, is not expected to be a major issue.

# 'Cisco Kid' Adds 14

OPEN-END transcribed series *Cisco Kid*, produced by Frederic W. Ziv Co., has added following new outlets: WADC Akron; KWIL Albany, N. Y.; WASN Allentown, Pa.; WCON Atlanta; WLBZ Bangor, Me.; WSGN Birmingham, Ala.; WCNT Centralia, Ill.; WGN Chicago; WASI Cincinnati, WKUL Cullman, Ala.; KRNT Des Moines; KIEM Eureka, Calif.; WMMN Fairmont, W. Va.; WBIG Greensboro, N. C.



XUM

## FCC ACTIONS

**GRANTS for two new AM outlets were authorized by FCC last week. An initial decision proposes renewal of one station. One existing outlet received improved facilities. Three stations received transfer grants. Two TV and five FM permits were deleted. Details of these and other FCC actions are carried in FCC Roundup on page 67.**

# TWO NOMINATED

### Clark, McGrath Appointed

NOMINATIONS of Tom C. Clark to be an Associate Justice of the U. S. Supreme Court and Sen. J. Howard McGrath (D-R. I.) to succeed him as Attorney General were received in the Senate last Tuesday. Both had indicated their willingness to accept the new posts in conversations earlier with President Truman. Simultaneously the Senate Judiciary Committee announced it would hold hearings on Mr. Clark's appointment this Tuesday.

Atty. Gen. Clark and Sen. McGrath, chairman of the Democratic National Committee, have made their influences felt one way or another, on the broadcasting field in recent years [CLOSED CIRCUIT, Aug. 1]. Mr. Clark has been a staunch supporter of the "Voice of Democracy" contests held annually by NAB-RMA-Junior Chamber of Commerce. He was principal speaker at the NAB Convention in Chicago last spring, and has wielded jurisdiction over many cases involving broadcast interests.

Sen. McGrath, in his capacity as Democratic committee chairman, has been a critic of the industry, especially with respect to radio commentators. In addition, he is the author of a bill to prohibit stations from charging more than card rates for political broadcast time [BROADCASTING, July 18, 25].

# SHRIVER NAMED

### Radio Director of NCCM

WILLIAM H. SHRIVER Jr. of Baltimore has been appointed radio director of the National Council of Catholic Men, it was announced in Washington by James S. Mitchell, executive secretary of NCCM. Mr. Shriver succeeds William C. Smith who held the post for more than five years and who is now managing editor of Benziger Bros., New York publisher. Mr. Shriver will direct the three nation-wide programs NCCM produces — the *Catholic Hour* (NBC), *Hour of Faith* (ABC) and *Faith in Our Time* (MBS).

Since 1936 Mr. Shriver has been active in the field of radio and television. Until recently he was radio and television director of Counsel Services Inc., Baltimore public relations agency.

# FREEDOM AWARDS

### $5,000 To Go to Radio

FREEDOMS FOUNDATION last week announced that radio would have a $5,000 share in $84,000 set aside for awards in 1949 to American citizens who do the most outstanding job of bringing about a better understanding of the American way of life.

First radio prize will be $2,000, second prize $750, third prize $600. Other prizes will scale down to a tenth prize of $50. Radio prizes will go for production of the best programs on the contest theme.

Radio will share Freedoms Foundation awards with 12 other major classifications.

Material submitted must have been developed or written after Oct. 1, 1947, and entries must be postmarked before Oct. 1, 1949. Headquarters of Freedoms Foundation is Valley Forge, Pa.

Executive committee of FF is composed of: Don Belding, president and acting chairman, who is also chairman of the executive committee of Foote, Cone & Belding, Los Angeles; Kenneth D. Wells, executive vice president and acting treasurer, who also is director of operations of the joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies on improvement of public understanding of our economic system; Lewis H. Brown, vice chairman, chairman of the board of Johns-Manville; Guy M. Rush, vice chairman, president of Guy M. Rush Co., Calif.; Kenneth Akers, president of Griswald Eshleman Co., and E. F. Hutton, of E. F. Hutton & Co.

# DEFENSE SERIES

### To Be Aired by CBS, NME

A SERIES of five half-hour broadcasts, *The Nation's Defense*, will be presented by CBS in cooperation with the National Military Establishment, beginning Monday, Aug. 22. The programs, to be aired Mon.-Fri., 10:30-11 p.m., from Washington, will be inaugurated by Secretary of Defense Louis Johnson.

Other ranking U. S. officials and officers will participate in the series, which will be produced by Davidson Taylor, CBS vice president and director of public affairs, and Theodore F. Koop, director of news in Washington. Both network executives have attended the ten-day Joint Orientation Conferences of the Department of Defense. Purpose of the series is to give the public a complete radio version of the vital information.

# Ad Council Campaign

FIRST Advertising Council programs for retailers were released July 28 through the Council's Retail Advertising Committee. The release was a broadside containing 11 advertisements for publications and also containing suggested radio spot announcements. Purpose of the ads is to sell merchandise while selling "The American Way."

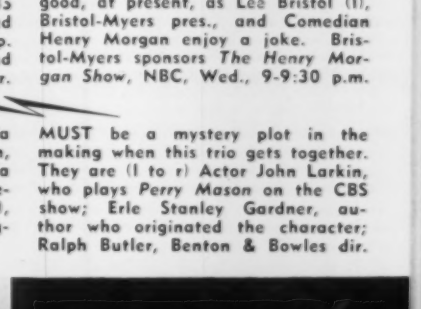
**ATTENDING** Hollywood Ad Club send-off for D. W. Thornburgh, CBS wesetern v. p. who resigned to join WCAU Philadelphia, are (l to r) Lewis Allen Weiss, Don Lee board chairman; Frank Samuels, ABC western v. p.; Mr. Thornburgh; Lewis S. Frost, asst. to NBC western v. p.

**PLANNING** Third Annual Voice of Democracy contest, co-sponsored by U. S. Junior Chamber of Commerce, NAB, RMA, are (l to r) Frank Fister, Jaycee exec. v. p.; Justin Miller, NAB pres.; Cliff Cooper, Jaycee pres.; Robert K. Richards, of NAB and VOD Committee chairman.

**CONGRATULATIONS** on opening of new hotel lobby entrance to KCBS San Francisco studios are extended to Arthur Hull Hayes (r), CBS v. p. and KCBS gen. mgr., by Edmond Reider, Palace Hotel gen. mgr.

**SPONSOR** relations appear to be good, at present, as Lee Bristol (l), Bristol-Myers pres., and Comedian Henry Morgan enjoy a joke. Bristol-Myers sponsors *The Henry Morgan Show*, NBC, Wed., 9-9:30 p.m.

**IN** recognition of KYW Philadelphia service to area radio servicemen, Dave Krantz (center), Philadelphia Radio Servicemen's Assn. pres., presents plaque to Robert E. White (r), KYW gen. mgr. At left is Jim Begley, program manager.



**MUST** be a mystery plot in the making when this trio gets together. They are (l to r) Actor John Larkin, who plays *Perry Mason* on the CBS show; Erle Stanley Gardner, author who originated the character; Ralph Butler, Benton & Bowles dir.

## ORAL ARGUMENT

### WHAS Case Set for Sept. 9

ORAL ARGUMENT on an FCC hearing examiner's decision recommending denial of Crosley Broadcasting Corp.'s $1,925,000-plus purchase of the Louisville *Courier-Journal's* WHAS Louisville and related properties [BROADCASTING, June 27] was set by the Commission last week for Sept. 9. The examiner's tentative denial was based on the overlap between clear-channel WHAS (840 kc, 50 kw) and Crosley's WLW Cincinnati, also a clear-channel outlet (700 kc, 50 kw).

Also set for oral argument before the Commision on Sept. 9 was an examiner's recommendation that Raytheon Mfg. Co. be granted additional time to complete its WRTB (TV) Waltham, Mass.; and the 850 kc controversy between WTNB Birmingham, Ala., now on 1490 kc with 250 w, and Johnston Broadcasting Co. (licensee of WJLD Bessemer, Ala.), which wants 850 kc for a new station at Birmingham.

## VERL BRATTON

### Named WKTY Manager

VERL BRATTON, formerly general manager of WREN Topeka, Kan., has been named general manager of WKTY La Cross, Wis., Mutual outlet newly acquired by the La Crosse *Tribune* for $140,000 from group headed by Ralph L. Atlass, president and general manager of WIND Chicago [FCC ROUNDUP, June 13].

Mr. Bratton

Mr. Bratton, who first joined WREN in 1926 as a vocalist while in college, has been manager of that station since before the war. He was with WREN in various capacities continuously for more than 15 years. Prior to that he was with KFWB Hollywood for several years.

He succeeds Marvin L. Rosene as general manager of WKTY. Mr. Rosene, who supervised construction of the station in early 1948, is to continue with the Ralph L. Atlass radio interests. WKTY is assigned 1 kw fulltime on 580 kc.

## Arthur W. Chafey

ARTHUR W. CHAFEY, 51, formerly associated with WEEU and WRAW Reading, Pa., died suddenly of a heart attack July 28 in his home in Wyomissing Hills, Pa. Recently he had been a salesman for Bright Sign Co. Surviving are his widow, two sons, a sister, and three brothers including Clifford Chafey, manager of WEEU.

**ENTIRE GANG on the Phillips 66 portion of the *WLS National Barn Dance* (ABC, Saturday, 9-9:30 p.m. CDT) flew to Phillips, Tex., fortnight ago for a Lions Club-sponsored appearance in the industrial town built by Phillips Petroleum Co. for its employes. Stars included Lulu Belle and Scotty (not pictured), Captain Stubby (behind the washboard) and his Buccaneers, and (wearing the large hats) Arkie the Arkansaw Woodchopper (l) and Bob Atcher. At the far left is George Biggar, WLS Chicago producer, and at far right is George Ferguson of the WLS Artists Bureau. In the center, holding the briefcase, is Ray Kremer, Phillips account executive with Lambert & Feasley Agency, New York.**

## 'MY FRIEND IRMA'

### $100,000 Promotes Movie

PARAMOUNT Pictures, in what is said to be the most extensive radio campaign ever conducted for a motion picture, has allocated $100,000 for spot radio promotion of its forthcoming "My Friend Irma" based on the CBS radio series. In addition, the film company has planned with CBS an elaborate joint promotion campaign.

Max E. Youngstein, paramount director of national advertising, publicity and exploitation, met last Monday with Victor Ratner, CBS vice president in charge of sales promotion and advertising, at the Network's Program Promotion Clinic (see story page 27) where plans for local tie-in campaigns were discussed with the CBS promotion managers attending the conclave.

## WJBW Extended

WJBW New Orleans has been granted further temporary extension of license to Aug. 14 by FCC to wind up its affairs. Request was filed by Louise C. Carlson, ex-wife of WJBW-owner Charles C. Carlson who plans to have her new WADW there ready to begin program tests by that date. Mr. Carlson, who joined in the petition, was denied renewal of license for WJBW on grounds of repeated technical violations of FCC's standards and the station's facilities, 250 w on 1230 kc, were granted Mrs. Carlson's WADW.

## STAFF CHIEFS

### Networks Cover Itinerary

COMPREHENSIVE COVERAGE was given by the four major networks to the European trip of the U. S. Joint Chiefs of Staff who are studying the defense program of the Atlantic Pact nations. They left July 29 and are slated to return early this week.

Broadcasts were aired last week by ABC, CBS, NBC and Mutual of the journey, findings of which are expected to have important bearing on the amount of money the U. S. Congress will appropriate for arming Western Europe. Frankfort, London, Paris and Vienna were scheduled in that order beginning last Tuesday, and culminating yesterday (Sunday).

## MURRAY BOLEN

### Joins Benton & Bowles

MURRAY BOLEN, formerly with CBS as a television producer and before that with the production departments of Young & Rubicam, Ruthrauff & Ryan and Compton Adv., all in Hollywood, effective Aug. 15 joins the radio production staff of Benton & Bowles, Hollywood.

The appointment of Mr. Bolen marks the expansion of B&B's Hollywood production staff, which includes Al Kaye, vice president in charge of West Coast radio, and Ken Burton, producer of the *Railroad Hour* and the *Prudential Summer Series*. The Hollywood operation is headed by L. T. Steele, vice president in charge of the agency's West Coast division.

## FTC BUDGET

### Senate Restores Initial Sum

FULL restoration of the initial sum requested in its 1950 budget estimates has been granted the Federal Trade Commission by the Senate, which last week resumed consideration of the independent offices appropriations bill for the coming year.

The Senate passed the measure (HR 4177), by a voice vote, with amendments which served to pave the way for a joint Senate-House conference committee. The House disagreed to the amendments but agreed to a conference.

A sum of $3,739,000 was voted for FTC on the basis of an amendment by Sen. Estes Kefauver (D-Tenn.) to an earlier Senate Appropriations Committee amendment which had restored $189,000 or $100,000 less than requested by the Commission. Actually FTC had asked the Budget Bureau to approve an outlay of over $5 million. In proposing the amendment, Sen. Kefauver said he felt that otherwise anti-monopoly work of the Commission would be "considerably handicapped." Amendment was offered in the face of growing Senatorial sentiment for a cut in overall funds of all agencies.

The Senate already has approved an amendment giving FCC its full $108,000 cut by the House but restored by the Senate Appropriations group [BROADCASTING, July 11, Aug. 1]. It boosted funds from $6,525,000 to $6,663,000.

Meanwhile, President Truman last Monday signed a temporary measure authorizing funds to pay employes of independent agencies pending passage of the regular appriations bill.

## ABC DOCUMENTARY

### Set for V-J Day Anniversary

ABC will commemorate the anniversaries of the Hiroshima atomic bombing and V-J Day with a special hour-long documentary broadcast, *Hiroshima and Japan, Four Years Later*, for which Norman Cousins, *Saturday Review of Literature* editor and consultant on international affairs, is gathering material in Japan.

The broadcast, scheduled for Sunday, Aug. 14, will include Mr. Cousins' report of the Japanese people's City of World Peace Center in Hiroshima. Mr. Cousins is spending approximately two weeks in gathering material, and interviewing witnesses to the Hiroshima and Nagasaki bombings. His tape-recorded report will be flown to the U. S. for broadcast.

## WKNA-FM on Air

WKNA-FM became Charleston, W. Va's first FM station July 21. Since that time a regular schedule of programs has been aired 18 hours a day. WKNA-FM broadcasts with 3.6 kw effective radiated power and is heard on 97.5 mc.



XUM

# IOWA WOMEN SPEND 5½ HOURS PER DAY WITH RADIO!

A RECENT New York University Survey reveals that the average American adult listens to the radio 12 to 14 hours a week.

Iowa women listen to their radios an average of 5 hours and 25 minutes each *weekday*—or more than a third of their waking hours! In the State's largest cities, the figure is 6 hours and 26 minutes; on farms, it's 5 hours and 40 minutes.

Throughout the State, men listen less than women, but even they spend 3 hours and 28 minutes *per day* at their radios!

These and many other *valuable* facts about Iowa radio listening habits are taken from the 1948 Edition of the famed Iowa Radio Audience Survey.* Write to us or Free & Peters for your free copy. Your request will also reserve for you a copy of the 1949 Survey, to be published this Fall.

*The 1948 Iowa Radio Audience Survey is a "*must*" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

**WHO**

**+ *for* Iowa PLUS +**

**Des Moines . . . 50,000 Watts**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

# WHAT'S THE ANTE FOR CLIMAX (Ky.)?

The radio ante for Climax (Ky.) is pretty steep, and the results—well, sorta *anti*-climactic! What sort of bang do you *expect* out of such a small "pop"?

For a sales thrill every day of the year, we recommend the exciting doings in the Louisville Trading Area. This one great metropolitan market accounts for almost as much business as *all the rest of our State, combined.* And WAVE keeps at a fever pitch, broadcasting exclusively to these prosperous 27 counties.

That's the story, Pal. WAVE can really make every page of your order book worth reading. Ain't *that* the climax you want?

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES


# RATE REVIEW *Urged by Tom McDermott Of N. W. Ayer*

STATIONS should begin the "painful" task of reviewing their rate structures, according to Tom McDermott, timebuyer of N. W. Ayer & Son Inc.

Mr. McDermott made that suggestion to the more than 500 MBS stations at closed circuit MBS press-promotion conference call originating in New York recently. He and John Donaldson, time buyer at Harry B. Cohen agency, told MBS stations what they looked for in a station when buying spot time.

Mr. McDermott said he was suggesting no rate revisions at present, but merely study of the values involved. A station should be armed with the facts, he emphasized.

He did suggest, however, that changes in family habits are taking place in many markets which may soon require revision of the concepts of A, B and C time.

His suggestion about the need to restudy rate structures was one of four he offered station operators. The other three were: Adoption of standardized measurements for station coverage; standardization of maps, reports, rating information and other facts presented as solicitations for business; clear expression of what merchandising services a station is willing to undertake for a client.

He explained that standardized measurements of audience were necessary to compare cost-per-1,000 with advertising delivered by competing media.

He also explained further that the need for knowledge of a station's merchandising services was increasing because agency clients are requesting such information more and more. He suggested supplying such information to agencies on a standardized 8½ by 11 inch sheet if it is not feasible to print it on rate cards.

Mr. Donaldson, generally agreeing with Mr. McDermott, also suggested that stations should supply agencies with more programming information. Such information is especially important for timebuyers seeking to purchase adjacencies for one-minute announcements, he said.

He, too, emphasized the need of stations to supply agencies with information about their merchandising services. He lamented that such services were often abandoned during the war years but said that with "television decreasing somewhat the value of radio and raising the cost-per-1,000 in many markets" such services would have to be rebuilt.

Messrs. McDermott and Donaldson also praised the Spot Rate Finder, listing the one-time rate for every station in the country, which will appear in the BROADCASTING Market Book to be published Aug. 15.

## OWEN JOINS IMN

### Formerly With CBS Sales

GORDON OWEN, former national sales manager of the Housewives Protective League Division of CBS and broadcast service director of the Housewives Protective League at KNX Hollywood, has joined the Inter-Mountain Network with headquarters at Salt Lake City, Utah.

Mr. Owen

As a member of the 21-station regional network, Mr. Owen will direct IMN's merchandising department and will organize and broadcast "Homemaker Club" programs similar to those he handled in San Francisco and Los Angeles.

A native of Salt Lake City, Mr. Owen entered radio at KSL there. In 1935 he joined KYA San Francisco and later managed CBS sales office in that city until the network transferred him to Chicago in 1941.

## WCMW IS SUED

### By Decker Agency Head

DAMAGES of $125,000 are asked in a suit filed against WCMW Canton, Ohio, by Vic Decker, doing business as Decker Agency, that city. Suit was filed in the local Common Pleas Court.

Mr. Decker, former WCMW employe, bases the suit on a letter alleged to have been published by WCMW in which the station is quoted in part: "Effective immediately, Radio Station WCMW will accept no business placed through the Decker Agency."

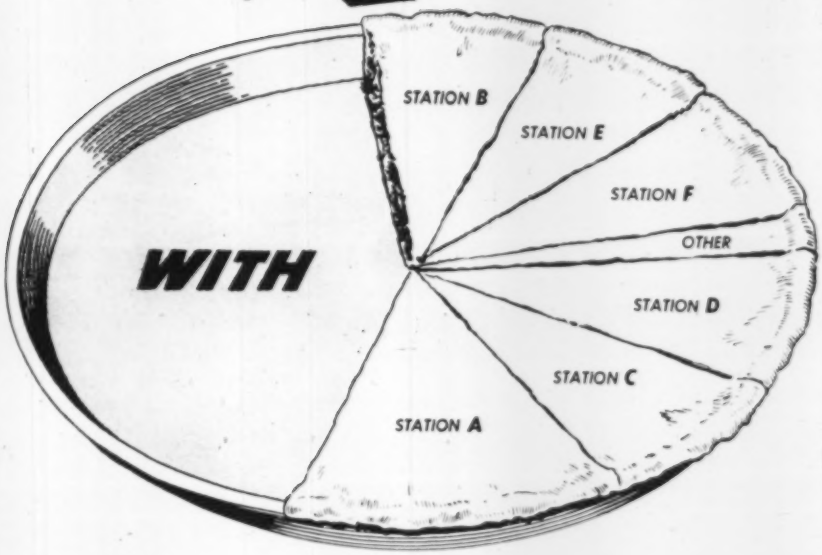
The letter allegedly says the decision was reached "as a result of your continued insistence upon making 'deals' of various and sundry kinds in violation of FCC rules and regulations to the detriment of radio advertising business as a whole in the city of Canton."

In addition, the quoted letter is declared to have said the station regretted having to make the decision but would "resume relationship with the Decker Agency whenever you are willing to pay the full rates and operate on an open and aboveboard basis." Mr. Decker says he has suffered damage to his reputation, business and standing in his profession.

## Ipana on TR

DOHERTY, CLIFFORD & SHENFIELD, New York, is negotiating with Transit Radio Inc., on behalf of its client Bristol-Myers, for Ipana, for a spot announcement campaign to start in late fall. This marks an initial experiment for the client in FM.

# Another reason why WITH is the best buy in Baltimore!




This chart shows the percentage of radios playing in grocery stores tuned to each Baltimore Station. More than 40% were tuned to W-I-T-H.

The Johns Hopkins University in Baltimore recently made a survey* of radio listening habits in grocery stores, drug stores, taverns, barber shops, and beauty parlors. The results are especially interesting because none of the standard measuring organizations take this big audience into account.

This Hopkins survey shows that in grocery stores, for instance, *of all radios playing, 42.3% were tuned to W-I-T-H.* Our nearest competitor was tuned in on only 16.9% of the total.

The survey is chock-full of compelling facts about this big plus audience that W-I-T-H delivers in Baltimore. It contains many more reasons why W-I-T-H is your *best buy in Baltimore.* If you haven't already received a copy of this survey, we'll be happy to send you one.

*"A Questionnaire Survey of Radio Listening Audiences in Commercial Establishments in Baltimore City," prepared as a Senior Research Report, under the supervision of the Dean and Faculty Members of the School of Business, Johns Hopkins University.

**WITH**

BALTIMORE, MD.

TOM TINSLEY, *President* • Represented by HEADLEY-REED

# HOW LONG IS 20

AMONG TELEVISION'S MOST SUCCESSFUL ADVERTISERS ARE THESE SARRA CLIENTS:

Amion • Anacin • Arrow Shirts & Collars • Ballantine Ale & Beer • Bulova • Heed Deodorant • Kolynos • Lewis Candy Co. Lucky Strike Cigarettes • Lustre Creme Shampoo • Miller High Life Beer • National Shawmut Bank • R & H Beer

*AVOID SHUT-I-TIS (pronounced SHUT-EYE-TIS), a new disease suffered usually by television audiences bored with television commercials.

# SECONDS?

IN TELEVISION, *twenty seconds can be loaded with a walloping, sales-winning message that entertains and delights your potential customers. Or, it can be a mighty long and boring blackout.* The answer depends on the Television commercial. To get the right answer, many of Television's most successful advertisers and their agencies rely upon Sarra for distinguished commercials. They know this dramatic medium requires the skills and techniques that can only be developed through years of experience in visual salesmanship. May we have the opportunity of showing you examples of our television commercials, custom-made for* sound *and* sight *audiences?*

SARRA INC.

New York • Chicago • Hollywood

PHOTOGRAPHIC ILLUSTRATIONS • MOTION PICTURES • SOUND SLIDE FILMS • TELEVISION COMMERCIALS

XUM

# Editorial

## Microphone & Murder

*It is tragic that Bill Mason should die for using his freedom of speech.*

IN those few words, Frank B. Lloyd, co-owner of KBKI Alice, Tex., aptly summed up the slaying of his 51-year-old program director by Deputy Sheriff Sam Smithwick of Alice, a Texas badlands town.

Mr. Mason, exercising his "editorializing" right, had criticized the operation of a dime-a-dance joint housed in a building reportedly owned by the deputy sheriff. Mr. Mason was no neophyte in news. He had worked on leading newspapers, and had been public relations director of General Tire & Rubber Co., Akron.

The shooting of Mr. Mason is one of the first times a radio commentator has been killed because he did his job. There are many precedents in printed journalism.

The Mason case must not be handled in slipshod fashion. Unless there are circumstances not yet disclosed, it proves beyond doubt that the only difference between freedom of radio and freedom of the press is the manner of "publication."

Militant radio, like militant journalism, carries with it certain calculated risks. Mr. Mason paid the extreme penalty as a crusader for local betterment. The history books may reveal him one of the first martyrs in the cause of freedom of radio.

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*THOSE who lend their time to per inquiry business should not be too surprised to discover that one of the current P. I. deals described in this issue gives some stations higher return than others.*

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## Hams & Bad Eggs

BEHIND THE FCC scenes there wages a battle which hasn't had its counterpart since the days of the *Blue Book*. In some respects it parallels the philosophy of that infamous attempt to regulate commercial radio by mathematical equation, and therefore control its destinies.

The FCC has locked horns with the organized radio amateurs as represented by the American Radio Relay League. The "hams," who have made greater contributions to development of radio-communications than any other organized group, bitterly oppose proposed FCC rules looking toward "overall planning, direction and blueprinting of the amateur service."

Filed with the FCC in opposition to the proposed regulations is an inspired "written statement of comment." It was prepared by A. L. Budlong, ARRL secretary, and a "ham" all his professional life; and Paul M. Segal, Washington attorney and the League's general counsel since his "ham" days in Denver a quarter-century back.

It recites that it was not government direction or planning in accordance with current scientific theories which resulted in the amateurs being first to span the Atlantic Ocean on short waves in 1923, opening up the then "useless" high frequencies. There evolved the whole new concept of VHF propagation.

ARRL doesn't dispute the right of the FCC to make appropriate regulations for amateur service. It does question the philosophy of government *direction* at this late date, and expresses the conviction that it would "stifle amateur initiative, circumscribe amateur development, and eventually result in the debilitation of amateur radio as we know it today."

To our untrained, professional mind, the proposed amateur regulations have all the earmarks of the kind of "planned economy" certain FCC minions have had for broadcasting and its related mass media.

It took radio time, travail and no little economic injury to inter the *Blue Book* and related forays at its freedom. The amateurs appear to be doing a professional job of meeting their crisis head on.

From our sideline vantage point, we recommend to the FCC that, in the interest of home and country, it leave the "hams" be. Theirs is a love of freedom that goes beyond economic motives. They make a hobby of being "hams." The FCC proposes to make hash of their hobby.

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## Beware the Hangover!

IF THE DRYS had planned the current imbroglio over liquor advertising on the air, they couldn't have done more for their cause.

They oppose all alcoholic beverages—beer and wine as well as hard liquors. Mere discussion of the lifting of the voluntary ban on liquor advertising gives them the opening to drive a waiting wedge against all alcoholic beverage advertising in *all* media.

So, as we see it, this is no fight to keep hard liquor off the air; it is a fight to get all liquor off the market. In the liquor trades, it is an open secret that the organized drys gleefully envisage a return to prohibition in ten years, but hope to achieve it in five—on the blunders of the wets.

To us it is incomprehensible that any network will even consider liquor business—on a network basis. They cannot commit their affiliates. Thirteen states forbid liquor advertising by radio. Even without restrictive laws, other local conditions obviously must be weighed.

We do not question the legal right of stations to accept liquor business in non-restrictive areas. As long as it's legal to advertise in other media, it must be presumed legal on the air. But we do question the wisdom of an *Open Sesame* to liquor, without regard to the nature of the audience, the hours of the day, the program vehicle, and kindred aspects peculiar to each market.

The fact that newspapers and magazines accept hard liquor copy is no criterion. These printed media do not penetrate the home in a manner even approaching radio's impact (which, incidentally, is radio's strongest selling point).

Beer advertising, notably at the local level, is an important breadwinner for radio. Beer is acceptable because it tends to promote temperance and seldom produces an alcoholic.

Efforts of the drys for a ban on all alcoholic beverage advertising have gotten nowhere. But the mere mention of conversations looking toward whiskey advertising on the air has provoked a call for hearings before Congress next January and dire predictions (which we do not take lightly) that further restrictions on all alcoholic beverage advertising will ensue—on the Federal as well as the state levels.

Those who argue the legal right of radio to accept liquor business indubitably are on sound ground. The "hangover" of such a "noble experiment," however, could bring the ban on all alcoholic beverage advertising, and a black eye for radio.

# Our Respects To—

WILLIAM MITCHELL GUILD

YOUTH HEADS the helm in the Canadian broadcasting industry. The average age of the recently elected directors of the Canadian Assn. of Broadcasters is under 45, and well under that age is the new chairman of the CAB board, Bill Guild, manager of CJOC Lethbridge, Alberta.

When Canada's two government bodies enquiring into broadcasting early this autumn start their hearings, they will see and hear from the 38-year-old CAB chairman. For it will be one of his major jobs in this important year in Canadian broadcasting to present the case for independent broadcasters in this battle against more bureaucratic control by the government's Canadian Broadcasting Corp. Bill Guild will face the Royal Commission on Arts, Letters and Sciences, which includes broadcasting and television, and the Parliamentary Radio Committee, with the knowledge that the independent broadcasters want an independent regulatory body and want to see the CBC return to its original job of public service broadcasting and not competitive commercial broadcasting.

Mr. Guild is tall, heavily-built and quiet. Till a year ago he was known to only a few Canadian broadcasters, mostly those he came in contact with in the organization which owns the station he manages. But in the year he has been a director of the CAB, broadcasters throughout Canada have learned to place confidence in this youthful executive whose serious well-thought-out talk at meetings has met with almost unanimous approval.

Mr. Guild has risen to the top of Canadian broadcasting, not unlike a shooting star. Two years ago he was just another station manager, one who had never attended a national or regional association meeting. True it is, that he was well informed on what went on at the conventions of the CAB and the Western Assn. of Broadcasters, for CJOC is an All-Canada Mutually Operated Station, and the organization holds its own management meetings. But outside of this group he was practically unknown.

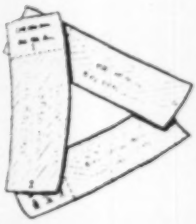
Then in 1947 he went to the WAB meeting at Minaki, Ont., and was elected a director. He was picked as one of the four WAB directors to serve on the CAB board in 1948 at the Quebec convention of the CAB. At last year's WAB convention at Saskatoon, Mr. Guild was elected president. His latest elected post as CAB chairman came at the CAB annual meeting at St. Andrews-by-the-Sea, N.B., June 16.

Mr. Guild was born at Toronto in 1910. He

*(Continued on page 51)*

# *Whether you sell . . .*

olls for **d**aughters of **d**evoted **d**oting **d**ads . . . **d**ress **d**esigns for **d**emure **d**ancers . . . **d**eodorants for **d**ainty **d**ames and **d**apper **d**andies . . . **d**riers for **d**amp **d**iapers . . . **d**emonstrations for **d**ecreasing **d**uffers' **d**ivots . . . **d**ecorative **d**raperies for **d**omestic **d**wellings . . . **d**elicatessen **d**elicacies . . .



ucats for **d**ramatic **d**oings . . . **d**ungarees for **d**ubious **d**raftees . . . **d**entists' **d**entifrices for **d**eterring **d**ecay . . . **d**evices for **d**uplicating **d**escriptive **d**ata . . . **d**etergent **d**irt **d**issolvers . . . **d**ye for **d**yers of **d**elicate **d**oilies . . . **d**ruggists' **d**oses for **d**estroying **d**andruff and **d**ermatitis . . .

iamonds for **d**elighting **d**reamy **d**amsels . . . **d**achshunds for **d**og **d**ealers . . . **d**elicious **d**ehydrated **d**oughnut **d**ough . . . **d**enims for **d**oddering **d**udes . . . **d**ietary **d**iagnosis for **d**igestive **d**isorders . . . **d**rafts for **d**isbursing **d**ebts . . . Better Buy Radio . . . Better Buy WGN!

***Yes, Radio Sells . . .*** that's been proven again and again. Likewise, WGN has proven a result-getter for its advertisers. Advertisers know they can depend on WGN's extensive coverage to get the most out of their advertising message. WGN reaches 3,290,000 homes each week (more than any other Chicago station).* These homes mean millions of consumers for your advertised products.

Sell them by making your next buy your ***Best Buy . . .*** **WGN!**

*Nielsen 1948 Annual Report

**WGN reaches more homes each week than any other Chicago station.** — 1948 Nielsen Annual Report

*A Clear Channel Station . . .*
*Serving the Middle West*

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

# GraybaR recommends

## MACHLETT ELECTRON TUBES

For years, Graybar has made it a policy to distribute *only* the finest in broadcasting equipment. It is natural, then, that Graybar now offers the Machlett line of tried and tested electron tubes.

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*A Service of Broadcasting Newsweekly*

# TELECASTING

AUGUST 8, 1949

# VHF TO UHF TRANSITION

## *Prompt Planning Urged*

By RUFUS CRATER

PROMPT PLANNING for transition from VHF to UHF television was urged upon FCC last week as industry and the Commission alike pushed preparations for the far-reaching VHF - UHF hearings which open Sept. 26 [BROADCASTING, July 18, 25, Aug. 1].

This course, envisioning a ban on further grants in the VHF region, was recommended by the Communications Measurements Laboratory Inc., of New York, in one of the relatively few formal comments thus far submitted on the Commission's wide-range UHF-VHF proposals. Deadline for comments is Aug. 26.

The Commission itself meanwhile expanded the forthcoming proceedings by calling upon all TV station licensees and permittees for data on bandwidths, present and planned, of their studio-transmitter channels.

This move was seen as a fresh indication that FCC means for television to have the benefit of relays that accommodate the full 4.5 mc TV bandwidth at the earliest possible date. AT&T was asked bluntly two weeks ago to explain the failure of its intercity facilities in this respect, and both AT&T and Western Union were told to submit their plans for the future [BROADCASTING, July 25].

Sept. 1 was set as deadline for submission of the data by TV broadcast licensees, who were asked for "full details" on STL bandwidths, a statement on whether the facilities were leased from the telephone company or another common carrier, and "full details" again on plans for expanding the studio-transmitter channels to 4.5 mc if they are presently narrower than that.

(Existing coaxial cable facilities furnished by AT&T for intercity relays accommodate a bandwidth of about 2.8 mc and microwave relays about 4 mc, but plans have been announced for channels which could handle 8 mc and more.)

The Commission also announced that the three authorized stations whose channels would be changed by the new allocation—WSYR-TV Syracuse, WHAM-TV Rochester, WXEL Cleveland—will be permitted to operate on their presently assigned frequencies for at least a year after they complete construction, if they wish. WSYR-TV, assigned Channel 5, would be put on Channel 3 under FCC's new allocation; WHAM-TV would move from Channel 6 to Channel 5, and WXEL would go from Channel 9 to Channel 11. But FCC notified them that "public interest would be served" by their operating on their authorized frequencies for at least a year.

Communications Measurements Laboratory's call for early transition from VHF to UHF was made in a statement submitted by President Dana A. Griffin.

The firm claimed "far better performance" can be obtained in the UHF frequencies than in VHF, that ultimately the public will prefer UHF, and that the transition can be accomplished now with less economic injury than in the future. It can be done in an orderly manner in three years, the company asserted, telling the Commission "it is high time to face reality and abandon a policy of permanent compromise between VHF and UHF."

### 'Expansion Unwise'

CML argued that "further expansion of VHF television is unwise" and suggested a plan which would include: immediate cessation of further grants in the VHF; provision of a UHF channel for ultimate use of each authorized VHF station; establishment of Channel 12 or 13 as alternate standard first IF frequencies; commencement of allocations from the middle of the UHF band so expansion can be made in two directions; use of AM sound, to relax frequency stability requirements and make lower priced receivers possible.

Archer S. Taylor of Missoula, Mont., a consulting radio engineer, told FCC it must relent from its propsed minimum-power requirements or deprive Montana cities, and many others, of television. He suggested that the proposed 10 kw minimum be waived or 500 w be substituted for such communities, or that the rule be changed to require only that Grade A service be provided to the city limits.

"If television is ever going to be established in such places as Butte, Great Falls, Billings or Missoula, it will have to be done in the most economical fashion possible," he declared. "The requirement of a minimum of 10 kw for metropolitan stations in Montana makes television economically prohibitive. The difference in cost between a 500 w transmitter and a 5 kw transmitter, plus extra antenna costs to reach the 10 kw minimum, is about $70,000 for Channels 2-6. This is almost as much as required to install a very

(Continued on page 68)

# PHONEVISION

## *Zenith Asks FCC Authority For Test in Chicago*

ZENITH RADIO Corp. last week petitioned FCC for blanket authority to conduct an extensive Phonevision test in Chicago, to commence sometime in December or January and to last three months.

Zenith, using its experimental television station W9XZV Chicago on Channel 2 (54-60 mc), proposes to install some 300 test receivers in sample homes at its own expense. The test families, however, would have to make a contribution similar to the proposed commercial Phonevision fee in order to give practical effect to the test, Zenith told the Commission.

Phonevision is the Zenith-inspired system of television whereby a TV station transmits a scrambled picture into the air and also sends out a "key" signal via the standard telephone lines. A Phonevision subscriber, when wishing to view a program, tells the telephone operator to plug in the "key" signal to his telephone line, which is linked to his Phonevision TV set. When the "key" signal is fed into the set, the scrambled picture unscrambles. His regular monthly phone bill would include an extra charge for Phonevision service.

Zenith stated that the "key" signal does not in any way interfere with normal use of the telephone when the Phonevision set is operating. Any TV set can be made to receive Phonevision it was explained, by the addition of a "small assembly of tubes."

In conducting its television experimentation, Zenith said it "desires to conduct a test simulating actual conditions that would prevail were Phonevision in use today." Some 250 of the test subscribers will be located in the Lakeview exchange of the Illinois Bell Telephone Co. of Chicago, and 50 others will be located outside of that exchange. Special installations of standard telephone lines will be made to these homes which will end in a Zenith controlled switchboard adjacent to the Lakeview exchange. The lines will be available only for the ordering of the Phonevision service and the transmission of the "key" signal.

Zenith explained that "test subscribers will not be asked to pay for the programs or the broadcasting. They will, however, be asked to make a contribution substantially equivalent to the charge which would be made if Phonevision were in commercial use. Unless such a charge is made, a fundamental factor in determining the feasibility of Phonevision will be absent, the basic theory of Phonevision being that television set owners are willing to pay di-

(Continued on page 68)

# *LEVER BROS.*

## *Buys NBC-TV Mystery*

LEVER BROS Co., Cambridge, officially announced last week its purchase of *The Clock*, half-hour TV mystery drama program on NBC [CLOSED CIRCUIT, July 4]. Starting date is Wednesday, Oct. 5, 8:30-9 p.m. The program will be carried by both connected and non-connected stations, James A. Barnett, vice president in charge of advertising for Lever Bros., revealed.

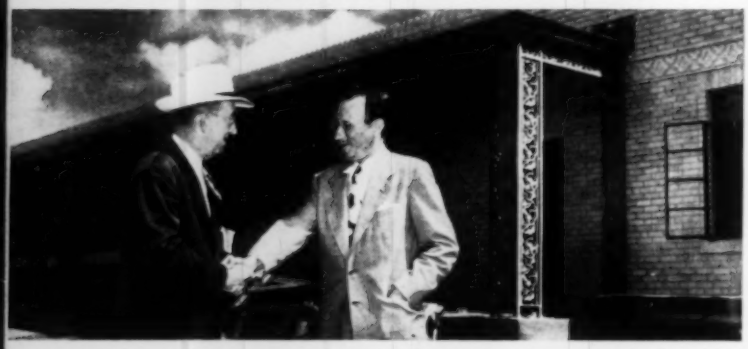
Mr. Barnett said no decision had been made on brand sponsorship, but that commercial might be rotated to advertise Lever's various soap products and shortening, and the dentifrices and other products of its Pepsodent Div. The program will be handled by J. Walter Thompson Co.

The show, which is an NBC sustainer, has been presented on Monday nights, but effective Aug. 10 will move to the Wednesday night period to build a mid-week audience prior to Lever sponsorship in October.

AS its first venture in TV, Consolidated Edison Co. of New York will sponsor *TelePIX*, daily five-minute newsreel on WPIX (TV) New York, starting Sept. 11. Looking over commercial copy are (l to r) Clarence L. Law, Arthur Wallander and Charles B. Delafield of Consolidated Edison; Scott Donahue, WPIX assistant sales manager, and Len Carey, BBDO account executive, agency for the account. Utility firm is planning extensive advertising buildup to promote the show.

THIS "pay as you see" meter was displayed with Federal Television Co. TV set at National Assn. of Music Merchants convention in New York. Meter allows one hour of viewing for 25 cents as aid to installment buying, but use is optional.

TRYING to beat the heat wave with a special WOIC (TV) Washington show devoted to the cooling topic of fishing, Sen. Edwin C. Johnson (D-Col.) and Eugene S. Thomas (l), WOIC general manager, tell tall tales for the video cameras.



WELCOMING Geore White (r), newly named director of sports for KBTV (TV) Dallas, is Tom Potter, KBTV owner. In background is nearly completed studio building for KBTV, which is to begin operations Sept. 1. Mr. White was former sports editor for *Dallas Morning News*.

VISITING from West Coast, Charles "Buddy" Rogers appeared as guest m.c. on CBS-TV *Toast of the Town* from New York. Gathered during rehearsal are (l to r) John Wray, CBS director; Mr. Rogers; Mal Boyd, Hollywood TV Producers Assn. pres.; Marlo Lewis, producer; Ray Bloch, music director.

# UNITED DETROIT *Appeals Court Upholds FCC in TV Case*

THE ARGUMENT that a station grant is automatically "cancelled" upon expiration of the period allotted for construction was rejected by the U.S. Court of Appeals for the District of Columbia last week.

The Court's ruling came Monday in a decision denying United Detroit Theatres Corp.'s appeal from FCC refusal to consider its Detroit television application competitively with WXYZ-TV Detroit's request for additional construction time in early 1948.

The Court also accepted the Commission's explanation that its failure to act as yet on United Detroit's application, now five years old, is due to the fact that the company is owned by Paramount Pictures and that the multiple-ownership question arising out of Paramount's 29% interest in Allen B. DuMont Labs has not yet been settled. Proposed findings have been issued holding that Paramount controls DuMont, which would mean Paramount now owns the five-station maximum under the rules, but this decision has not been made final and Paramount has since authorized a reorganization dividing itself into two separate companies.

When United Detroit's application was filed in May 1944 there were more channels than applicants in Detroit. Other applications were subsequently filed and granted without hearing, however, until the theatre company found itself in late 1947 competing with WJR Detroit for the lone remaining frequency in a contest not yet decided. The company claimed that permittees revert to the status of applicants when the time allotted for construction has expired, and that FCC therefore should consider its own application competitively with WXYZ-TV's request for additional time. FCC granted WXYZ-TV's request and United Detroit appealed. Said the Court:

**. . . The statute and the regulations permit construction not only within the 60 days but within any extended period granted by the Commission. [The Court's use of "60 days" apparently was in reference to requirements that construction start within 60 days after a grant; it was taken to include also the subsequent six-month period within which construction must be completed unless the time is extended.]**

With respect to FCC's delay in acting on the United Detroit application, the Court agreed that FCC "cannot act arbitrarily or capriciously in respect of the precedence with which it disposes of applications," and that it "could not arbitrarily or capriciously withhold consideration" until there were enough applications for a competitive hearing.

# CBS-TV ADDS TWO

## Network Total Now 45

CBS-TV last week announced the addition of two more affiliates, one a full primary, bringing to 45 the network's total.

KRLD-TV Dallas becomes a CBS-TV full primary affiliate Oct. 1. The station, assigned Channel 4, is owned and operated by the KRLD Radio Corp., and is managed by Clyde Rembert.

Effective Oct. 15, WDAF-TV Kansas City joins the CBS-TV network. The station, which is a primary NBC affiliate, is owned and operated by the Kansas City Star, and managed by Dean Fitzer.

# WLAV-TV PLANS

## Formal Opening Monday

DETAILS of formal opening of WLAV-TV Grand Rapids, Michigan's initial TV outlet outside of Detroit scheduled for next Monday [BROADCASTING, July 18] have been revealed by the station. WLAV-TV, licensed to Leonard Versluis, owner of WLAV and WLAV-FM, will operate on Channel 7 (174-180 mc) with 20 kw visual and 10 kw aural power.

Mr. Versluis

Outlet already is affiliated with ABC and DuMont TV networks, and negotiations reportedly are underway with NBC to carry its telecasts. It plans to receive programs from WBKB (TV) WENR-TV WGN-TV and WNBQ (TV), all Chicago stations.

WLAV-TV purchased its television audio and video microwave equipment from General Electric Co., the firm announced last Wednesday. The intercity video relay is one of three types recently announced by GE. Delivery was scheduled for last week.

GE receivers will be set up at Stevensville, Mich., to pick up signals from Chicago for relay to Cedar Bluff, Mich., and then to the station at Grand Rapids. Local transmitter is located at 92d St. SE, site of a 264-ft tower which rises 1,240 feet above sea level.

WLAV-TV plans to carry only network programs and feature films starting Monday and will not originate any local shows at present. Tentative plans call for station to begin telecasts at 6 p.m. and close when network programming ceases.

In addition to Mr. Versluis, Hy Steed is general manager and Lee Stevens is chief engineer of WLAV-TV. There were about 1,500 receiving sets in the area July 31, with expectancy of 3,500 sets being sold by next week, station reports. Reception of test patterns has been reported from cities outside the 55-mile radius, the station reports [BROADCASTING, July 25]. It hopes to serve Lansing, Kalamazoo, Holland, Muskegon, Grand Haven and other cities.



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# TV RELAYS

## More Time Asked for Comments

SIXTY-DAY extensions of time for comments on FCC's proposal to give permanent status to television relay and pickup allocations [BROADCASTING, July 4] were requested last week by RCA-NBC, ABC, and Television Broadcasters Assn., while 20th Century-Fox Film Corp. asked that the proceeding be delayed till it can report on theatre TV needs.

Need to concentrate their immediate attention upon preparation for the Sept. 26 hearing on the Commission's far-reaching VHF-UHF television proposals was cited by TBA, ABC, and RCA-NBC in urging that the deadline for comments be moved from last Monday to about Oct. 1.

**20th Century Contends**

Twentieth Century-Fox, licensee of an experimental theatre television station in New York, contended that the proposed allocations are based on a 1948 report which could not take theatre TV needs into account; that some of the frequencies involved will be needed by theatre TV, and that final allocations should be based on the comparative needs of the various services, including theatre TV.

The film company promised to submit by Sept. 2, in answer to an FCC request to all theatre television interests [BROADCASTING, July 4], a statement showing the results of its experimentation and specifying minimum frequency requirements for a theatre TV system.

**Purpose of Report**

This report, the company said, "will be designed to permit the institution of an appropriate rule-making proceeding looking toward the allocation of frequencies for theatre television and a request for such a proceeding will be made simultaneously." Twentieth Century asked that the time for comments on TV relays and pickups be extended until this report can be submitted.

Meanwhile, General Electric Co. offered general agreement with FCC's proposal on TV auxiliaries, while Westinghouse Electric Corp. suggested amendments in definitions and requested an easing of the proposed requirements on use of identifying announcements for TV auxiliary stations. American Telephone & Telegraph Co. asked that common carriers be allowed to use, for TV purposes, any unoccupied frequencies allocated to pickup and studio-transmitter link services in addition to those allocated specifically for common carrier use. AT&T also felt common carriers as well as TV broadcast licensees should be allowed to use the sound channels specified to accompany television STL and intercity relays.

The proposed moving television relays and pickups from experimental to permanent status, would assign the following bands for use by TV licensees for pickups, STL, and intercity relay stations: 1990-2110 mc; 6875-7050 mc, and 13025-13200 mc. The bands 7050-7125 and 12700-12875 mc would go to common carriers for TV pickup and STL; 12875-13025 mc, to television licensees and common carriers for the same purpose. A total of 41 channels from 890.5-910.5 mc would be designated sound channels accompanying the STL and intercity relays.

# TEST PATTERN

## FCC TV Edict Further Scored

LIMITATIONS placed upon TV test pattern operations by FCC's rules "interpretation" in late June were further criticized fortnight ago in additional comments filed at the Commission [BROADCASTING, June 27, July 4, 27].

ABC stated FCC's ban on duplication of AM or FM programs on the aural channel without TV presentation of the same show was fair, but the network objected to the too strict interpretation regarding use of slides and "printed moving" news tapes during non-programming periods. Similar view was expressed by WTMJ-TV Milwaukee.

KPIX (TV) San Francisco pointed out that "use of musical compositions hardly constitutes any less full or economical use of the channel than the use of merely a series of tones" as now required by the Commission. All three pointed out the effect the ruling has had upon demonstration and installation of TV receivers.

# TV RATE CARDS

## Set For N. Y. Discussion

STANDARDIZATION of rate card formats and contract forms issued by TV stations will be discussed Wednesday at a meeting to be held in BAB headquarters in New York. Charles Batson, in charge of television matters at the bureau, who has been collecting data from the country's TV stations, will discuss the present status and future outlook with a key group of video executives, headed by Eugene Thomas, general manager, WOIC (TV) Washington.

Other members of the delegation are: William Weldon, John Blair TV; John E. Surrick, WFIL-TV Philadelphia; James McConnell, NBC; E. Y. Flanagan, WSPD-TV Toledo. Group is made up of members of the TV standardization subcommittee of the committee on rate card format standardization and standard contract forms which is itself a sub-committee of the NAB Sales Managers Executive Committee.


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# MOVIE VIDEO

## Seen by Dec. 25 in Brooklyn

BY CHRISTMAS there is a possibility that commercial theatre television will become a reality of the Fabian Fox Theatre in Brooklyn.

That was said last week by Nathan L. Halpern, television consultant to the Fabian Theatres, which a week before announced it signed the first contract with RCA for theatre-TV equipment. At that time it was believed delivery would be delayed for about six months.

Even before Christmas, however, there is a possibility the Fabian movie house may be using TV on special events by borrowing RCA's experimental equipment for such occasions.

It was the use of RCA experimental equipment during the recent Walcott-Charles fight which sold S. H. Fabian, president of the theatre chain, on the use of theatre TV as an audience builder.

That night, his 4,100-seat Brooklyn house had to hang out the SRO sign as patrons flocked to see the NBC television direct from ringside.

If RCA is able to make delivery of the equipment earlier than is expected, Fabian will begin to use it earlier, said Mr. Halpern.

Meanwhile, he would neither confirm nor deny trade reports that Fabian was ordering 10 more of the $25,000 RCA units for movie TV nor would he confirm nor deny that Fabian and NBC were in consultation on programming problems in connection with theatre-TV.

It had been reported in trade circles that Fabian was especially anxious to carry such audience stoppers as the NBC Milton Berle show, which played havoc with theatre attendance Tuesday nights. If movie goers were assured they wouldn't miss Mr. Berle and similar shows by going to the movies, ticket sales might not suffer on the big TV nights, it was thought.

**Scope Limited**

Mr. Halpern did say that programming at first would probably be confined to special events. The problem of picking up entertainment from other theatres also is being explored. Whether the theatre also will begin with a remote crew for its own pickups has not yet been decided, either, he said, adding that the Brooklyn venture would be used as a test in which Fabian would feel its way in the new field.

W. W. Watts, vice president in charge of the RCA Engineering Products Department, who announced the RCA-Fabian contract jointly with Mr. Fabian, hailed Mr. Fabian as a pioneer and said that Mr. Fabian's test operations would speed introduction of TV programs in theatres throughout TV areas in the country.

Congratulations to RCA and Fabian also came from Gael Sullivan, executive director of the Theatre Owners of America, who predicted theatre TV would spread. Donald E. Hyndman, chairman of the committee on theatre television of the Society of Motion Picture Engineers, saw the Fabian move as "a step toward an eventual theatre television circuit."


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*GETTING acquainted with DuMont operations are two newcomers to the TV network's sales staff: Mr. Koblenzer (l) and Mr. Bachem.*

* * *

# DuMONT SALES

## Bachem, Koblenzer Join

ADDITION of two radio advertising veterans to the DuMont TV Network sales force was announced last week by Tom Gallery, sales director. Those joining the network's time and program sales department are John H. Bachem and William M. Koblenzer.

Mr. Bachem, with 30 years of experience in Manhattan's national advertising field, has spent the last 11 with CBS. He was associated with P & G, Campbell Soup shows, and the Helen Hayes Electric Theatre.

Before joining CBS, Mr. Bachem spent five years with NBC, where he became eastern salesmanager and assistant to Roy Witner, network's vice president in charge of sales. Before that, he sold space for national magazines, including *Cosmopolitan*, for some 14 years.

Mr. Koblenzer was recently with the Frederick W. Ziv Co., where for more than two years he headed the "live" radio and TV sales department. He left Ziv to open his own office to package radio and video shows. Earlier, he was with Music Corp. of America for 2½ years, for two of which he headed its Chicago radio department.

Mr. Koblenzer entered radio in 1934, opening an office to sell programs and talent. He later spent six years with Wolf Assoc. as general sales manager.

# RCA TV SETS

## 8 Models Out This Month

RCA VICTOR announces eight new television receivers at new low prices, including the first with 12½-inch tube. Eight new models will be introduced this month and four, incorporating the new RCA-developed 16-inch metal-coned picture tube, will be priced as much as $100 below previous lowest price for set of this type.

Three consoles with 12½-inch picture tube will bear prices as low as $299.50. The eighth model is a 10-inch console with a period cabinet and other features at list price of $269.50.

# *Film Report*

**TELEVISION IDEAS & FILMS**, new firm located at 152 W. 42d St., New York, has been formed by **J. Franklin Viola, Ann Viola** and **Jay Lewis** to produce programs exclusively for TV, both live and film. Mr. Lewis formerly headed his own radio advertising agency. . . . **Jonas Arnold** has been promoted to advertising manager of **Eagle Lion Films**, New York. Mr. Arnold was previously director of national exploitation for 1947 March of Dimes, and picture press book editor for Paramount Pictures

**Video Varieties Corp.**, New York, has completed two series of TV film commercials for **Gulf Oil Corp.** . . . **Jerry Fairbanks Inc.**, Hollywood, has announced signing of four additional stations to carry 15-minute musical *Paradise Island*. New recruits are WBTV Charlotte, N. C.; WAPI-TV Birmingham; WTCN-TV Minneapolis, WJAR-TV Providence, making total of 32 stations now carrying program.

# ESSO ON TV

## To Back 'Tonight on Broadway'

PROGRAM *Tonight on Broadway*, which telecasts actual excerpts from Broadway shows direct from theatres where they are currently played, will return to CBS television network this fall under Esso Standard Oil sponsorship [CLOSED CIRCUIT, July 18], it was announced Wednesday. Agency for the series, which will start Oct. 2, 7-7:30 p.m. is Marschalk & Pratt.

The series is presented with cooperation of the unions and guilds which make up the "backstage" of legitimate theater. John Mason Brown, president of the New York Drama Critics Circle, is commentator; Robert Sylvester, New York *Daily News* drama editor, will write continuity, while Martin A. Gosch, who introduced the show last year, will be the producer.

At a recent fact-finding committee meeting of theatre crafts people, a committee to coordinate activities for the series was appointed, as follows:

Solly Pernick, IATSE stagehands union; Milton Weintraub, Association of Theatrical Press Agents and Managers; Sam Suber, American Federation of Musicians; Rudy Karnolt, scenic designers; George Heller, 4-A's television committee; Angus Duncan, Actor's Equity Association.

# KUDNER VIDEO

## In New N. Y. Offices

RADIO and television department of Kudner Agency, New York, has moved to new offices at 724 Fifth Ave., New York. The new offices, under the direction of Myron P. Kirk, vice president in charge of radio and television, will have complete facilities including an audition studio.

The move was necessitated by the growth of the agency and increased staffing of the radio and TV department, it was announced.

# FREE TV MATS

## Mfrs. Supply Stores

FREE TV mat service for stores to encourage retailers to use television as a promotion is being provided by a growing list of manufacturers, according to U. S. Chamber of Commerce committee on advertising.

To fit the 30-second time break that has become almost standard in sponsored programs, the sales aid is given by manufacturers in the form of open end television films on products. These are available to stores from local station libraries, the only charge being for actual broadcast facilities used. "The idea is, in effect, a TV 'mat' service and a number of representative stores are already on the air with the material provided," it is reported.

Call letter identification takes 10 seconds, leaving 20 seconds for commercial use. Films are 12 seconds long, leaving four seconds each for introduction and closing with local commercials. Additional information may be obtained by writing Retailers Television Film Service Inc., 22 East 40th St., New York, N. Y.

# PHILCO TELEVISION

## 1950 Set Line Shown

AN ELECTRONIC built-in aerial system is included in all 18 models of the Philco 1950 line of TV sets, which were previewed July 26 at New York's Waldorf-Astoria Hotel. Terming this "the biggest news since the first television broadcast," James H. Carmine, Philco executive vice president, pointed out that it obviates the need for any external antenna, indoor or outdoor, in up to 80% of all TV reception areas. The costly installation fee is also eliminated, he added, noting that the list price of the set will be the entire price the purchaser must spend.

Another feature of the new Philco TV sets is a "no glare" optical system, permitting use of the sets in lighted rooms without reflections.

# NEW TV PANELS

## Designed for RCA Console

NEW TV broadcasting studio remote control panels designed for mounting in the upper compartment of the RCA MI-26266 studio control console housing were announced last week by the RCA Engineering Products Department. Included are panels for remote control of a monoscope camera, power supplies, relay receiver, sync generator and stabilizing amplifier.

The new panels are 11" wide by 25⅛" high. Also available is a mounting adapter in which these new-size panels may be inserted for mounting in a standard-size rack, if and when desired. The console housing has design flexibility to meet many station needs, the company stated.

WHEN we say "circus" we mean it. In the past two weeks, "Bozo's Circus," in addition to other Big Top acts, brought to the center ring a real live trained cowpony and a shiny seal, bark and all. Needless to say, the over-100 kids on stage were bug-eyed, while hundreds in the auditorium were practically all standing up.

Ask any youngster who Bozo is, and you'll find he's far and away the top kiddie's recording star (Capitol Records). Besides being a natural for any product appealing to the younger set, "Bozo's Circus" has loads of tailor-made merchandising features, ready for action today. Radio Sales boys have all the answers.

WE haven't been able to find any writers working regularly in television *anywhere* who have Hal Fimberg's credits. Hal is such a modest guy, that it wasn't until yesterday we discovered he's the same fellow who gets four-figure weekly salaries in radio and movies. He gets four figures with us, only we move the decimal! Actually he rates all those clams, since he wrote three Abbott and Costello, one Marx Brothers, and three other screen plays, plus writing and directing "Meet Me At Parky's" on radio.

He's writing for Hawthorne, our zany comedian. Hawthorne is a real bet for an advertiser who wants popularity proof . . . Hawthorne's fan club already has 6500 bona fide members. And Fimberg's comedy writing will bring in many more, now the show has started over KTTV.

SOUTHERN California is noted for the extraordinary, but they're all shaking their heads at TV. On July 1, we jumped to 153,581 sets.

DON'T worry about television in Los Angeles . . . just call us or your nearest Radio Sales Office for the top availabilities.

KTTV
TIMES • CBS TELEVISION
LOS ANGELES

# Telestatus

## Mat Service for TV Spots

(Report 71)

LOW-COST "mat service" television spots with motion for 48 hour delivery to stations or sponsors is announced by Spectrolux Television Corp., New York.

Utilizing an old lighting theory, patented for television by the firm, Spectrolux claims it answers the need of small advertising budgets for motion without the expense of animation.

Various effects can be achieved with the new process, from that of semi-animation, with such movements as those of arms swinging or lips moving, to that of a Broadway "spectacular" poster, where a flashing or sparkling effect is required, it is claimed.

It's all done with lights, not mirrors, as demonstrated to BROADCASTING by the firm's representative, Butler Holland.

Spectrolux involves the same principle as that used in the "magic pictures" that kids find wrapped around bubble gun, wherein lines depicted in red ink are masked out by a red filter, and lines inked in green, previously hidden, become visible.

According to Mr. Holland, until Spectrolux was patented, the only substitute for expensive live action studio films and full animation had been static cards or slides, or "semi-animation" effects achieved by moving the camera. The new filtered lights process of Spectrolux provides motion effects at a cost as low as $30 for a "mat service" spot.

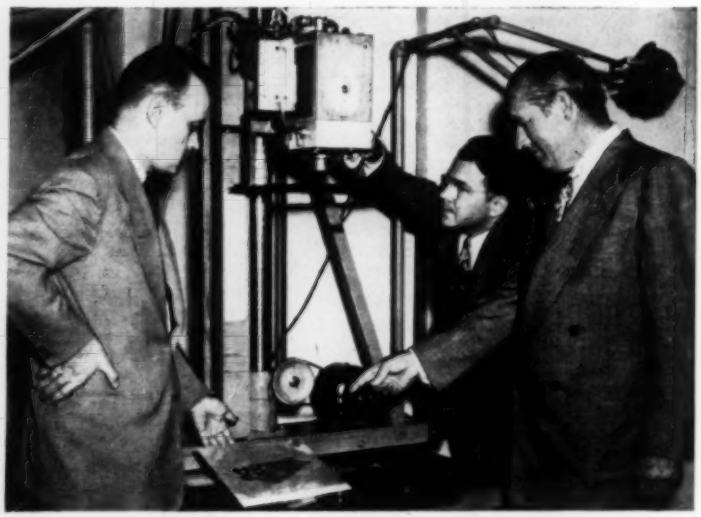
Explaining the "mat service" set-up, Mr. Holland pointed out that certain "stock scenes" are kept on file, for use by a number of advertisers in different markets.

Transparent overlays with the advertiser's personal message lettered to specifications are used over stock scenes and such individual orders can be filled in as short a time as 48 hours. Spectrolux "mat service" commercials (20 seconds in length) cost from $30 to $45.

Library is equipped with rain scenes, weather spots, ringing telephone shots, and many others that can be used by small local service advertisers such as banks, taxicab companies, department stores, etc.

Prices range from $80 for a 20 second silent spot, one scene, with title superimposed on a stock background, to $725 for a one-minute commercial with full sound, and nine scenes. These are 16mm prints made from 35mm negatives.

* * *



*EXAMINING an animating stand which is a vital part of Spectrolux, are (l to r) Mr. Lion, Mr. Pittaro and Mr. Farrell.*

President of Spectrolux Television Corp., is Tom Farrell, publisher of *The Woman* and *Everybody's Digest* and president of Farrell Publishing Corp., and Farrell Radio Magazines. David H. Lion, vice president in charge of production, formerly held the same position with William H. Wells Productions. Chief Animator is Ernest Pittaro. Franc Roggeri, art director, also is art director of the Farrell Corp.

Among those using Spectrolux video commercials are Admiral Corp., the Texas Co. (Kudner Agency), Golden Guernsey Milk Producers Assn. (Badger, Browing & Parcher), Ford Motor Co., General Electric, American Broadcasting, and WJZ-TV New York.

Spectrolux Television Corp. is located at 48 East 43 St., New York City.

## July Network TV

DURING July 42 national advertisers sponsored 50 TV network programs, spending a total of $721,336 in gross time charges, according to figures released last week by N. C. Rorabaugh Co. Figure shows a more than $200,000 drop from June when 54 advertisers sponsored 68 network TV programs with gross time charges of $936,987. Cumulative gross time charges for commercial programs on the TV networks so far this year, January through July, are $5,195,401.

## TV COSTS

### DuMont Survey Shows Saving For National Advertisers

TELEVISION is a cheaper medium of advertising for national advertisers than newspapers or magazines, according to figures gathered by DuMont Research Dept. and published in the Television Broadcasters Assn. *Quarterly* for July.

The DuMont study shows that the average cost per 1,000 TV viewers in 17 big TV centers as of April 1 was $3.48. It forecast that by Dec. 31 of this year it would be down to $1.94.

DuMont then took a leading newspaper in each of the TV centers, and from costs per 1,000 circulation for a page ad struck an average—which was $5.77.

It also analyzed the cost of reaching 1,000 readers via a full page ad in 13 national magazines and found that cost per 1,000 readers of the ad averaged $23.75 while cost per 1,000 noters of the ad was $4.72.

Thus, in summary, the comparative costs of advertising in the three media were said to be:

| | |
|---|---|
| TV per 1,000 Viewers April 1, 1949 | $3.48 |
| TV per 1,000 Viewers Dec. 31, 1949 | 1.94 |
| Newspapers per 1,000 circulation | 5.77 |
| Magazines per 1,000 readers | 23.72 |
| Magazines per 1,000 noters | 4.72 |

(The chart is set forth in adjacent columns.)

The TBA *Quarterly* is a 40-page compilation of facts and figures, edited by Richard Ives, TBA public relations aide, and supervised by Will Baltin, secretary-treasurer. It contains statistics on stations, set production and ownership figures and audience surveys.

* * *

| City & Station | 4/1/49 Cost per 1,000 TV Viewers | 12/31/49 Cost per 1,000 TV Viewers |
|---|---|---|
| New York, WABD | 2.55 | 1.56 |
| Buffalo, WBEN-TV | 7.10 | 2.50 |
| Schenectady, WRBG | 5.52 | 2.97 |
| Boston, WNAC-TV | 3.42 | 1.72 |
| New Haven, WNHC-TV | 4.78 | 2.36 |
| Philadelphia, WFIL-TV | 2.56 | 1.53 |
| Baltimore, WAAM | 4.06 | 2.49 |
| D. of C., WTTG | 4.59 | 2.77 |
| Pittsburgh, WDTV | 6.81 | 2.45 |
| Richmond, WTVR | 11.14 | 5.65 |
| Cleveland, WEWS | 5.54 | 2.65 |
| Toledo, WSPD-TV | 9.39 | 4.17 |
| Detroit, WJBK-TV | 3.68 | 1.87 |
| St. Louis, KSD-TV | 5.96 | 2.84 |
| Chicago, WGN-TV | 3.90 | 1.93 |
| Milwaukee, WTMJ-TV | 6.96 | 3.59 |
| Los Angeles, KTSL | 2.42 | 1.32 |
| AVERAGE | 3.48 | 1.94 |

| City Newspapers | Cost per 1,000 Circulation |
|---|---|
| N. Y. Times | 6.87 |
| News | 5.27 |
| Gazette | 8.77 |
| Post | 6.89 |
| Register | 5.38 |
| Bulletin | 3.46 |
| Sun | 9.25 |
| Star | 5.83 |
| Post Gazette | 4.81 |
| Times Dispatch | 8.72 |
| Press | 4.91 |
| Blade | 6.21 |
| News | 4.56 |
| Globe Democrat | 5.21 |
| Tribune | 3.66 |
| Journal | 3.87 |
| Times | 4.51 |
| | 5.77 |

| National Magazines* | Cost per 1,000 Readers | Cost per 1,000 Noters |
|---|---|---|
| Life | 23.87 | 5.19 |
| Sat. Eve. Post | 32.73 | 5.95 |
| Colliers | 21.60 | 4.73 |
| American Home | 23.80 | 5.10 |
| Am. Magazine | 17.40 | 4.35 |
| Cosmopolitan | 25.00 | 4.82 |
| Liberty | 24.33 | 4.86 |
| Nat. Geographic | 20.70 | 4.99 |
| Redbook | 15.08 | 3.54 |
| Am. Weekly | 19.80 | 3.53 |
| Parade | 23.90 | 1.71 |
| Time | 35.50 | 7.90 |
| Look | 24.75 | 4.76 |
| | 23.72 | 4.72 |

* National magazine cost figures are based on total U. S. readership.

## NBC-TV CHANGE

### New Personnel Set-Up

NBC's television business department underwent a personnel realignment last week, according to an announcement by Carleton D. Smith, director of TV operations.

Under the new set-up, reporting to J. Robert Myers, television business manager: Leslie C. Vaughan, television cost and billing operation, including cost analysis; Joseph Berhalter, television budget officer; Neil Knox, television personnel supervisor, coordinating personnel matters and office management details; J. M. Milroy, television pricing supervisor; Robert A. Anderson, television cost analyst.

Joseph Fuller has been appointed production facilities cost and billing supervisor, and Harrison Weed, film cost and billing supervisor.

# WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

# ANOTHER WMAR-TV HEADLINER

**ATOMIC REPORT**
**With Michael Amrine, William Laurence**
**Producer: Edwin B. Mick**
**30 Mins.; Sun., 9 p.m.**
**Sustaining**
**WMAR-TV, Baltimore**

Commemorating the anniversary of the atomic bomb explosion at Alamogordo, July 16, 1945, and designed to answer the layman's questions about the atomic bomb and atomic energy, this is the first of a series of half-hour shows to be presented by WMAR-TV with Michael Amrine, head of public education for the Brookhaven National Laboratory, the Atomic Energy Commission's research center at Upton, L. I. Famous scientists and national authorities on the atomic problem will be invited each week with the first guest on this getaway show, William L. Laurence, Science editor of the New York Times. He was the only journalist permitted to view the first bomb blast at Alamogoro as well as the subsequent explosions at Nagasaki and Bikini.

Program is well organized and aimed at maximum popular audience appeal via interpolated films and stills as well as montage shots and superimposed contrast shots to highlight wide areas of destruction possible by atomic bombing. Manhattan and Baltimore provided strong visual possibilities. Another effective prop on the preem, a lump of molten sand from the desert where the first bomb was dropped, revealed its continued radioactivity as recorded by a Geiger counter and easily audible to the video audience.

Laurence knows his subject, of course, and handles himself very well, with Amrine pacing matters nicely. Films and photos were effective and authentic, having been supplied by the U. S. Army and Navy, the Atomic Energy Commission, the Brookhaven National Laboratory, and from the morgue of the Sunpapers, owners of WMAR-TV.

This should be a natural for a network pickup. *Burm.*

Reprinted from VARIETY
July 20, 1949 - - -

Represented by

**THE KATZ AGENCY, INC.**

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

**TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

## New Era at NAB

*(Continued from page 25)*

starting Sept. 8. The entire district meeting travel allowance for Pat Griffith, director of the Assn. of Women Broadcasters, was eliminated. Miss Griffith had been expected to make the circuit this fall. The AWB now comes under the Dept. of Public Relations.

The district meeting format will be on a workshop basis, with Judge Miller reporting on the new NAB operation and NAB department heads conducting clinics on station sales and operating problems. In addition they will hold local clinics and address meetings while making the district circuit. Specific direction of NAB district meetings is in charge of the individual directors.

Proposed changes in NAB by-laws designed to bring them in line with the board's July revamping operation are being mailed to members of its By-Laws Committee by NAB headquarters. If approved by the committee, the changes will be submitted to the board at its mid-November meeting and then go to the membership via referendum.

The nominating and electing processes for board membership have been re-drawn. Election of two TV directors-at-large to the board is proposed. This would match the two directors representing FM stations.

Elimination of the A and B station groupings for FM members is suggested. Director for Class A stations is Frank U. Fletcher, WARL-FM Arlington, Va., which now has a CP for a Class B station.

No special grouping of TV stations is planned at this time, from a directorship standpoint.

Board approval was given last April to a plan to extend the terms of directors-at-large to two years, thus matching the terms of district directors. This by-laws change requires a referendum vote.

Another by-laws change is required in the case of the executive vice presidency. This office was abolished by the board. Technically the office still exists but lacks an incumbent. The by-laws paragraph covering the post is to be deleted, with membership approval required.

Mr. Markham, new Video Division director, is a native of Binghamton, N. Y. He attended high school in Hoosick Falls, N. Y., and Deland, Fla., as well as John B. Stetson U. at Deland. His first job was at General Electric Co. where he was employed in 1923 in the accounting and advertising departments.

In 1925 he joined the GE station, WGY Schenectady, starting the *Farm Forum* and *Farm Paper of the Air*, two of the oldest rural programs. Prior to appointment as WGY stations manager in May 1946 he managed WRGB (TV) and WGFM (FM). He also had directed scientific and farm broadcasting at WGY. Only interruption to his GE service was in 1926-27 when he managed WDBO Orlando, Fla., and WDAE Tampa.

### Gets Coffin Award

Mr. Markham was awarded the Charles A. Coffin award by GE in 1929 for meritorious service and outstanding achievement. It is the company's highest employe award. Appointment as WGFM manager came in 1942, followed in 1945 by the WRGB post. He received the Reuben Brigham award in 1948 from the American Assn. of Agricultural College Editors.

Mr. Markham is a trustee of Green Mountain Junior College, Poultney, Vt. and member of the NAB Standards of Practice Committee. He married the former Laura Wing, of Glens Falls, N. Y. They have three sons, G. Emerson Jr., Gaynor and Bailey. He is a past president of National Assn. of Radio Farm Directors. At TBA he was chairman of the TBA Commercial Operations Committee which has been working on standard rate cards and contract forms for television. He will continue work on this phase of TV in his new position.

"I know of no other man who is better qualified by experience, temperament and interest for our Video Division assignment than Mr. Markham," Judge Miller said in announcing the appointment. "We are grateful to the General Electric Co., which suffers a real loss in releasing Mr. Markham for industry service, for their generosity."

Mr. Rankin, new Government Relations Dept. director, has been with NAB a year as international advisor to Judge Miller. Before joining NAB he was associate chief of the Dept. of State International Broadcasting Division, which conducts the Voice of America. Prior to that he had been in radio and public relations for the Office of Inter-American Affairs, stationed in Colombia. He has had extensive experience in radio-government matters and attended the world high-frequency broadcast sessions at Mexico City last fall as an NAB observer.

He will continue to direct NAB's international activities in the new post and will attend the third NARBA scheduled to start next month in Canada.

In announcing the appointment, Judge Miller said the "traditional U. S. pattern of broadcasting may be profoundly affected by what happens at the international level within the next two years."

Functions of the new department were outlined by Judge Miller as including legislation affecting radio in general and broadcasting in particular; government policy in the freedom of information field; frequency allocation and assignment; programming services of the government; international conferences and international organizations concerned with radio agreements; broadcasting activities of representatives of foreign countries in the United States, and shortwave broadcasting services of the United States.

David J. Farber, assistant director and research economist in the Employe-Employer Relations Dept., resigned from NAB last week to accept a high post at the National Labor Relations Board, where he is an industrial analyst and economist. Richard P. Doherty, department director, said he "deeply regretted losing Mr. Farber" but declared the NLRB opportunity "is much too attractive, in potential labor relations experience, for him to turn down." He added that the vacancy will be filled in the near future.

As reconstituted the NAB staff now consists of the following (excluding clerical staff):

President's Office—Justin Miller, president; Helen Fruth, secretary; Ruth A. Inglis, editorial resarch assistant (special assignment).

Secretary-Treasurer—C. E. Arney Jr., secretary-treasurer; Everett E. Revercomb, assistant treasurer; Donald S. Farver, auditor; Ella Nelson, administrative secretary.

Audio Division—Ralph W. Hardy, director; Arthur C. Stringer, assistant director in charge of FM; Lucile Griffin, secretary.

Video Division—G. Emerson Markham, director.

Employe-Employer Relations Dept.—Richard P. Doherty, director; Charles H. Tower, assistant to director; Margaret L. Beaulieu, secretary; Leona Schalk, technical assistant.

Engineering Dept.—Neal McNaughten, director; Jessie Basnight, secretary.

Government Relations Dept.—Forney A. Rankin, director; Helen Del Vecchio, secretary.

Legal Dept.—Don Petty, general counsel; Richard W. Jencks, Vince Wasilewski, attorneys; Barbara Bullard, Dorothy Coleman, secretaries.

Public Relations Dept.—Robert K. Richards, director; James Dawson, assistant director; Pat Griffith, director, Assn. of Women Broadcasters; Joanne Gardner, Gloria Sater, secretaries.

Research Dept.—Kenneth H. Baker, director; C. Meryl Sullivan, assistant director; Frederica Clough, secretary.

Broadcast Advertising Bureau—Maurice B. Mitchell, director; Charles A. Batson, assistant director; Lee Hart, retail specialist; Robert M. McGredy, assistant director; Virginia Rowles, secretary.

Key staff members no longer at NAB: A. D. Willard Jr., executive vice president, and his secretary, Gladys Hall; Harold Fair and Ben Miller, director and assistant director respectively of abolished Program Dept.; Royal V. Howard, director of Engineering Dept.; David J. Farber, assistant to director, Employe-Employer Relations Dept., who has returned to National Labor Relations Board; Katherine Holland, information assistant.

## Losing Self Respect

IN July 22 issue of *The Catholic Review*, Joseph Martin says that radio is losing its self-respect with jackpots and human ills. "One by one, writes Mr. Martin, "normal entertainment broadcasts are yielding to loot-laden contests, bloody dramas and mediators. Radio has lost its self-respect and coincidentally, the respect of normal audiences. Here is a golden opportunity for the League of Decency to move in and obliterate such morbidly clinical broadcasts [mediation programs]—and to ask the radio station owners what in heaven's name they call entertainment. The Church can help, as it has helped in eliminating evils in moviedom, and Congress can help by putting the pressure on the FCC to stop abuses of the air."

just released

"MIRACLE OF AMERICA"

quarter hour transcribed series

tells story of free enterprise

INDUSTRY WILL SPONSOR

Write or wire for audition record

ROBERTS RADIO PRODUCTIONS
25th Floor—David Broderick Tower
Detroit, Michigan

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA



XUM

## Liquor Ads

*(Continued from page 23)*

secretary of the National Assn. of Radio Station Representatives. It was stressed that this would not indicate what the final tally would be when stations began to line themselves up in "dry" and "wet" columns.

The report of Mr. Flanagan was borne out by a check by BROADCASTING of station representatives in New York. That check showed varying answers, with one representative reporting every station he had heard from thus far going "wet." Some reported "dry" and others gave the "50-50" report.

The whole matter of polling stations came up when Biow Co., New York, agency for Schenley Distillers Inc., prime mover in the negotiations for using radio for hard liquor advertising, asked station representatives to canvass their outlets.

### Biow-Schenley Plans Continue

Biow agency and Schenley meanwhile continued their meetings to explore the whole matter. No contract for buying radio time was wrapped up as yet, it was said at press time, but the whole matter was still being given the most earnest study to find a way to use the air waves for liquor commercials.

Of temperance groups Mrs. D. Leigh Colvin, president of the national WCTU, voiced the most vigorous objections. She urged speedy enactment of the Langer-Bryson bills to "defeat a back-door plan of radio networks and stations to break all precedent and broadcast whisky advertising." The bills would outlaw such advertising over the radio.

She told BROADCASTING that the WCTU might also take action before the FCC as a further step. What that action would be would be a matter which would have to be discussed with counsel.

She further predicted that the surest way to obtain passage of the Langer-Bryson bills would be for stations to accept such advertising now. The ensuing public outcery, she told BROADCASTING, would result in passage of the bills.

Mrs. Colvin also charged that the introduction of radio advertising even in the late evening hours, as has been reported to be the Schenley plan, was just a step in the direction to having such commercials on at all times.

In New York, it was Helen G. H. Estelle, president of the New York State Union of the WCTU, who told BROADCASTING that 500,000 members in 10,000 local unions would be lined up solidly against such radio advertising.

She expressed the hope that liquor advertisers would be denied use of the air, but that if they were allowed on the air, they should inveigh against the evils of drinking.

"They should show the men of extinction as well as the men of distinction," she said, explaining that derelicts and down-and-outers resulting from over-indulgence should be portrayed.

Station operators, cognizant of such opinions among local groups in their own areas, were having a difficult time making up their minds, it was reported.

### TV Most Uneasy

Television operators especially were uneasy, not knowing what the visual impact might be. It was said that video executives were lagging in answering the station representatives' queries.

In general, station operators were said to be huddling with local organizations, pastors, and other station owners, and were calling special meetings of their boards.

Type of business also seemed to determine what would be a station operator's answer. Outlets owned by newspapers with scruples against such advertising were turning down alcohol ads. Stations owned by public service corporations such as insurance companies or church or school stations also were, as expected, definitely in the "no" column.

Robert D. C. Meeker, general manager of Robert Meeker Assoc. Inc., New York, said he had heard from about half the stations he represented and that about half had indicated willingness to accept such copy. He was advising them when they did so to reserve the right to screen copy.

George W. Bolling, head of the Bolling Co. Inc., New York, reported stations he is hearing from indicate about a 50-50 split. He himself is on record as opposing acceptance of such advertising on the ground radio will get involved in a big scrap which will do it no good.

John E. Pearson, of John E. Pearson Co., said he had heard from 30% of the stations he represents and all of them agreed to accept such commercials after 11 p.m.

Jones Scovern, vice president in charge of sales at Free & Peters, said his company had not heard from enough stations to see a trend. A few, however, which formerly did not accept such announcements were now willing to change their policy, he said. Returns were slow in coming in not only because of the deliberations attending the query but also because vacation periods were making it difficult for stations to get together proper executives to make the right kind of review of the problem.

Despite what stations were doing, many of the station representatives appeared to believe that a very hot potato was in radio's hands. Some were advising their stations but others believed it was entirely up to the local station for decision—on the theory that the local outlet knew its own locality best and would make the right decision.

That also was the sentiment of Mr. Watson of WSWN in letters to Sens. Claude Pepper and Spessard L. Holland, both Florida Democrats, carbon of which went to Sen. Johnson. Claiming an invasion of the rights of free speech by Chairman Johnson, Mr. Watson explained that "it is not the policy of WSWN to accept liquor advertising" but claimed the right "to make such policy decisions ourselves, basing our judgment on an appraisal of the needs of the area we serve and on our own best interests in a highly competitive radio market."

Mr. Watson reminded that sale of liquor is entirely legal, so far as the Federal Government is concerned, a state he compared "to a state of pregnacy—either you are or you aren't."

"I am at a loss to understand the reasoning which prompts Sen. Johnson to seek this 'borderline prohibition' unless it is born of a political desire to remain 'both pregnant and pure' in the eyes of his drinking and non-drinking constituents," Mr. Watson wrote.

"American radio typifies the American philosophy in its freedom of choice. . . . The listener's defense against an invasion of the privacy of his home is a simple twist of the wrist. . . . May I urge you to consider carefully the important principles here at stake. Radio's most effective control lies in the hands of the millions who

*(Continued on page 50)*


FOR INCREASED SPOT BILLING

SEE

Joseph Hershey McGillvra, Inc

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK · CHICAGO · LOS ANGELES
SAN FRANCISCO · ATLANTA



There's a New Bold Look in Northeastern Ohio

IT'S A **NEW LOOK** BECAUSE . . .
IT SPARKLES WITH GREATER SALES RESULTS FROM TODAY'S MORE CONSERVATIVE AD EXPENDITURES

IT'S A **BOLD LOOK** BECAUSE . . .
THE PATTERN NO LONGER CONFORMS TO OLD FASHIONED AND OUT-MODED TRADITIONS IN TIME-BUYING

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

*RESULT:*

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split several ways.

*CHECK TAYLOR-BORROFF ABOUT . . .*

. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD look in NORTHEASTERN OHIO

## Liquor Ads

*(Continued from page 49)*

listen—or who decline to listen, according to their tastes. For those who retain faith in the workability of democracy, such control is sufficient."

Mr. Watson suggested that either Sen. Johnson does not see newspaper and magazine liquor advertising or "his concern for the privacy of the American home springs from his knowledge of the superior selling power of radio."

Acknowledging that radio is a "potent" medium, Sen. Johnson, in a letter of reply to Mr. Watson, agreed that in many instances newspaper and magazine liquor advertising is "extremely offensive," but pointed out that radio is a licensed industry while public prints are not "because the problem of limited frequency space is not involved."

The Commerce Chairman added:

**The point you selfishly and very conveniently overlook is that both radio and liquor are licensed industries, each with its own peculiar limitations. The license in each instance, however, requires adherence to a well defined standard of conduct. It is not legal to sell whiskey in hundreds of counties and in some states. Whiskey cannot be sold in any state during certain hours and specified days; neither can it be sold to minors at any time. It is a commodity which in the interest of good morals and sobriety must be restricted. To argue that the sale of whiskey is no different from the marketing of groceries is contrary to all of the facts. . . .**

**Your radio station has no more right to invade the privacy of citizens residing in the area which it serves than I have to enter their houses at will. A man's home is his castle. And in view of the fact that radio broadcasting is an interstate business, the Federal Government has the duty of protecting the states in the exercise of their police powers. Such an assurance was given in the amendment to the Constitution repealing the 18th Amendment.**

**There is another side to the "legal" question involved to which you have undoubtedly given little thought. Under the public interest clause of the Communications Act the Federal Communications Commission has a very pointed legal duty. Please look up the KRLD Dallas case handed down in 1946 in which the Commission makes clear that a question of prime public importance is involved in liquor advertising or even public advocacy of liquor use.**

**Of course, there is a freedom of choice in radio, the choice of the listener to turn off the receiver, which you, and others like you, constantly hammer on as an excuse for programming anything, no matter how objectionable. But that is a choice that is premised on the theory that radio broadcasting is not a licensed industry, and that its standards of conduct are the standards set by the individual licensee. That premise does not square with the facts. The people in their wisdom, through their Congress, established certain minimum standards for radio licensees and you and every other licensee is required as a condition of your franchise to observe those standards. It is not an effective control to tune out a station. . . .**

**The truth of the matter is, and you apparently don't see it, that radio could do itself inestimable damage by following the vicious policy you advocate of compelling the listener to screen your broadcasts. It indicates laziness, lack of pride and a total rejection of station responsibility. . . .**

Sen. Johnson noted with "some pride and satisfaction" that "most of the people in the liquor industry and in radio do not . . . agree with you"; that the Distilled Spirits Institute "has publicly approved my protest"; and that "many radio licensees are equally opposed to whiskey advertising."

"I hope the time never comes when the advertising agencies tell the radio licensees what to do and they do it. It is my hope that greed for additional revenue will not motivate radio licensees into prostituting themselves," he said.

He reminded Mr. Watson he will be given an opportunity to "convince our committee that S 1847 [authored by Sen. William Langer (R-N. D.)] ought not be enacted." Hearing on that bill to outlaw all advertising of alcoholic beverages is set for next Jan. 20 [BROADCASTING, Aug. 1].

Spokesmen for the Alcohol Tax Unit said its group had more authority over liquor ads than other products under jurisdiction of the Revenue Bureau, but they were restricted to advertising texts, liquor sales, labeling, etc., and did not extend to choice of media. Function of the Unit is primarily of a collective and advisory rather than arbitrary nature, according to Carroll Mealey deputy commissioner. His office has received no instructions, he said.

**WITH THEME "Bring your regular listening habits with you on your vacation in Maine," Maine Broadcasting System has set up this window display at State of Maine information bureau in Rockefeller Center, New York. William J. Rines, managing director of Maine Broadcasting System, reports considerable recognition for this timely tie-in with state in attracting many vacationers.**

## CHRISTIAN RADIO

### Summer School Begins

FIFTY laymen, pastors and missionary trainees have enrolled for the Fourth Annual Summer School of Christian Radio, which begins today (Monday) at the Moody Bible Institute, Chicago, and its station WMBI. The clinic, conducted under supervision of WMBI Director Robert Parsons, will stress Protestant religious programming.

During 11 days of classes and discussion, enrollees will receive intensive training in station management, announcing, acting, speech interpretation, individual microphone coaching and script writing. Guest instructors will include Clarence W. Jones, founder and director of HCJB Quito, Ecuador, the largest religious broadcasting station in the world, and Storm Whaley, manager of KUOA at John Brown U., Arkansas.

## Ben Harrison

BEN HARRISON, who created the stop-motion Chesterfield TV commercials described in BROADCASTING, Aug. 1, was erroneously identified as Ben Franklin. Mr. Harrison's studio is located at 245 West 55 St., New York.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

## Upcoming

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 11-13: NARND Convention, New York.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

## New Facilities for WJBC

WJBC Bloomington, Ill., has started construction of a 400 ft. tower and transmitter building. The tower will improve AM reception and will increase FM broadcasting radius from the present 10 miles to 61, station reports. Station is expected to be ready to go on the air with the new tower around Sept. 15. The entire tower will be used for AM transmission and the top 54 ft. will also be used for FM. A space in the building is being reserved for a television transmitter. WJBC is owned by Bloomington Broadcasting Corp. Loring Merwin is president.

## CBS Promotion

*(Continued from page 27)*

president and general executive; Lawrence Lowman, vice president and general executive; Herbert V. Akerberg, vice president in charge of station relations; William C. Gittinger, vice president in charge of sales; Hubbell Robinson Jr., vice president and director of programs; Davidson Taylor, vice president and director of public affairs; William B. Lodge, vice president in charge of general engineering; Earl Gammons, vice president in charge of Washington office; William A. Schudt Jr., director of station relations; and E. E. Hall, eastern division manager, station relations.

Some 120 promotion managers of CBS affiliates sat in a two-day promotion clinic where the network's program promotion campaign for the fall was outlined.

The group heard addresses by Mr. Stanton, Neal Hathaway, director of programs; Louis Hausman, director of advertising and sales promotion, Mr. Robinson, Mr. Karol, and others.

Plans for the fall, as outlined at the closed clinic, will be revealed to the public "within a few weeks," according to a network spokesman.

## Respects

(Continued from page 38)

practically grew up with radio, for by the time he was ready for his formal education, radio had arrived in Toronto. The new science made an impression on young Guild, and when he was through with school he went shopping around to get a job on a radio station. He did not succeed right away, but in 1932 he had worked his way to a post as continuity writer on CKOC Hamilton, Ont.

At CKOC he found his place, writing scripts and continuities morning, noon and night. Finally he sold one of his scripts to a national advertiser, and *Black Horse Tavern* became a feature not only on CKOC but also on other eastern Canadian stations. The program was one of the first successful Canadian commercial network shows.

In 1949 Mr. Guild became production manager of CKOC. When the station was sold to the Taylor-Pearson-Carson interests of western Canada, as their first eastern Canadian station, he went along. His job was so well done that he was appointed sales manager of the station in 1943, and then assistant manager. Three years later in a major shift of officers of the TPC stations, now called the All-Canada stations, Mr. Guild was transferred to CJOC Lethbridge, as manager. It was his first contact with western Canada. Evidently the old slogan "Go west, young man" has held good, for he certainly has come out of the West as a shining example of success to head the industry in Canada.

It is an interesting sidelight on the accuracy with which Harold Carson, president of the All-Canada organization, with headquarters at Calgary, picks his young men. For Mr. Guild is the third of Mr. Carson's young men in the past three years to take over top post in the CAB. Jim Allard, CAB's general manager, and Pat Freeman, CAB's sales director, are both graduates of All-Canada stations—Mr. Allard from CJCA Edmonton and Mr. Freeman of CFAC Calgary.

Although only three years in western Canada, Mr. Guild feels himself a true westerner. He has taken a very active interest in his community, being honorary patron of the Air Cadet League of Canada, Lethbridge branch; a member of Kiwanis and the Lethbridge Chamber of Commerce. He is active on the publicity committee of both organizations.

He is married and has three boys. When he finds time away from CJOC and now his activities with the CAB, he likes to take his young family fishing or to take their pictures with his collection of cameras. He is also a member of the Lethbridge Flying Club, and hopes to have his boys take up that hobby also.

## Management

HENRY V. DIEFENBACH, formerly sales executive with WCHS Charleston, W. Va., has joined WGKV same city, as general manager. He succeeds JOHN S. PHILLIPS, who has been appointed general manager of WCAW same city, effective Aug. 15. Mr. Phillips is serving his second term as president of W. Va. Broadcasters Assn.

JOHN F. PATT and family have left for vacation trip to Europe. Paris, Rome and London are included in itinerary. Mr. Patt is general manager of WGAR Cleveland, Ohio. The Patts plan to return to the U. S. Sept. 22.

L. F. PODHASKI has been promoted from assistant manager to general manager of KAYX Waterloo, Iowa. Mr. Podhaski is one of the oldest staff members in terms of service.

DALE ROBERTSON, general manager of WENT Gloversville, N. Y., since 1945, has resigned. President GEORGE F. BISSELL will assume acting management and ROGER ALBRIGHT, formerly associated with WJEJ Hagerstown, Md., has been appointed assistant manager. Mr. Robertson has not announced his future plans.

GENE KELLY, former sportscaster for WSAZ Huntington and WCHS Charleston, W. Va., and sports editor of WIBC Indianapolis, Ind., has been named general manager of WXLW WXLW-FM Indianapolis.

JAMES L. STIRTON, general manager of ABC's Central Division, is the father of a boy, James Lincoln Jr., born July 29 in Chicago.

LEE GORDON RASMUSSEN, manager of KAYL Storm Lake, Iowa, and Gloria Lee Bodenhamer have announced their marriage.

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FIFTIETH anniversary of Washington State Press Club has been celebrated. Special tributes were given old-time newspaper and radio men from all parts of state. Stations reporting assistance in festivities by their staffs were KIRO, KOMO and KJR, all Seattle.

## WSNY OFFICERS

### Leighton Renamed President

RE-ELECTION of officers and directors of WSNY Schenectady, N. Y., was reported last week by Winslow Leighton, president. Mr. Leighton was renamed president and treasurer.

Walter Duncan was re-elected vice president of Western Gateway Broadcasting Corp., licensee, and James E. O'Loughlin was renamed secretary. The three officers also are directors. Others renamed as directors are Frederick G. Lippert and Barbara Leighton.

Mr. Leighton told the board, "Eliminating from the operating statement the cost of recent litigation, your corporation made the largest net profit in its entire seven year history for the fiscal year ending June 30." The litigation concerns dispute over ownership and the case was in hearing before FCC Examiner James D. Cunningham [BROADCASTING, May 30].


IN BUFFALO

COLUMBIA

and WGR

— have the sky-high Hoopers for '49

With Columbia's new galaxy of stars . . . and with more to come . . . WGR in Buffalo has sky-rocketed to new highs in Hooper ratings . . . climaxing a sensational two-year rise under the station's new ownership.* 5000 watts night and day on radio's most favorable wave length . . . 550 kc . . . gives advertisers the *best* reception in Western New York's rich market.

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo's Columbia Network Station

National Representatives: Free & Peters, Inc.

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

Latest Record Hits

on

new "DJ" couplings

from RCA VICTOR*

TEX

BENEKE

Blues In The Night March

The One Who Gets You

DJ-741

MINDY

CARSON

Song of Surrender

Blame My Absent-Minded Heart

DJ-743

LARRY

GREEN

Now! Now! Now!

Give Me A Song With A

Beautiful Melody DJ-744

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS


# Programs

ROUNDTABLE DISCUSSIONS about congressional issues, featuring Pennsylvania Congressmen and college students, are aired in series on WWSW Pittsburgh. Congressmen Harry J. Davenport, James G. Fulton, R. J. Corbett and Frank Buchanan participate. Congressmen meet singly with four student members of Students for Democratic Action, subsidiary organization of Americans for Democratic Action under whose auspices series is being presented, and discuss issues with which Congressman is familiar.

**Reversed Headlines**

IN ATTEMPT to hold interest of listeners who are tempted to turn off news cast if headlines do not sound interesting, Russ Reardon of WTOB Winston-Salem, N. C., has arranged new format. Two man reporting team works in relays with first man reading first item, signing it off with, "The Headline of the Minute." At this point second man reads summary of preceding item and then first reporter reads another item. Not more than eight items are handled in this fashion, with rest of news read without headlines, in relay. Format is used on *5:45 Headlines of the Minute* on WTOB.

**Guest-Substitutes**

PROMINENT STATE OFFICIALS and business men are substituting for Fred Fletcher on his *Tempus Fugit* disc show over WRAL Raleigh, N. C., during his vacation. Among those who spin platters and ad lib during morning show are: North Carolina Secretary of State Thad Eure; Chancellor of U. of N. C., R. B. House; Jim Weaver, director of athletics at Wake Forest College, and woman preacher from most successful negro church in Raleigh, Sister Gary.

**Cooling-Off Period**

WHILE CITY sweltered with 96 degree temperatures, Doug Arthur, WIBG Philadelphia disc jockey, spent his hour and one-half *Danceland* program playing full show of discs on weather—cold weather. Hoping that program was favorably received by hot listeners, but not taking chances anyway, Mr. Arthur signed off with "Lay That Pistol Down," only non-refrigerated music heard during entire show.

## AUDIENCE ON WHEELS

### Transit Listeners in New York Surveyed

A POTENTIAL audience "on wheels" larger than the population of Baltimore, Boston, Cleveland or St. Louis, is said by WOR New York to be available to advertisers in metropolitan New York during early morning and early evening hours.

The actual car audience during these periods ranges from 162,000 to 337,000 per quarter hour, and the potential between 7-9 a.m. and 5-7 p.m. on weekdays is more than one million listeners in each period.

Pulse Inc., New York, conducted a special survey "to measure the extent of more-or-less habitual automobile listening in New York," for the station, whose research director, Robert Hoffman, points out that little attention has previously been paid to automobile radio fans.

The survey showed 1,494,000 cars, or 72.8% of all autos in the New York area, have radios and almost 40% were "on the road" sometime between the hours mentioned during May. The morning figure was 591,600, dropping to 582,600 in the evening.

Each car contained approximately two persons, the survey revealed, making the potential morning audience 1,064,800, and 1,107,000 in the evening. Male riders accounted for 78% of the early morning audience and 74% of the evening audience.

Of the people using cars on the survey day, 71% said the cars had been in use during the hours studied on five or more days of the previous week revealing that their use was not limited to a "once a week basis." Also revealed by the study was that automobile listeners use their radios from 61% to 115% more than persons at home, according to comparable Hooper figures for sets-in-use in telephone homes in New York.

According to Mr. Hoffman, other factors showed by the survey were that auto listening reached its peak when news programs dominated the airwaves, and that more "listeners on wheels" tuned to WOR than to any other network station, with as many as 47,500 tuned to the station's *News on the Human Side* from 6-6:15 p.m.

## ZIV PROGRAMS

### Two Stations Buy 16 Shows

FREDERIC W. ZIV Co., Cincinnati and New York, has announced the signing of 16 Ziv-produced shows by two stations in Michigan. WCEN Mt. Pleasant purchased nine shows and WMDN Midland contracted for seven.

W. C. Wester, Ziv account executive on these contracts, also negotiated a three year pact with Griner-Dillon Broadcasting Co., Bay City, Mich., for *The Cisco Kid*, a western series.

## VFW RADIO SHOW

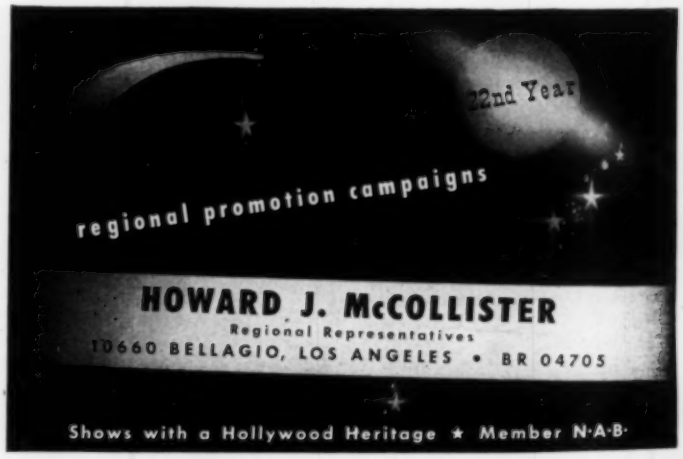
### Heralds Golden Jubilee

NATIONAL headquarters of Veterans of Foreign Wars reports "unprecedented acceptance" of a new 30-minute transcribed show offered by the VFW as a feature of its golden anniversary. Timed to herald the VFW national convention to be held in Miami, Fla., Aug. 21-26, the show has been accepted by 1,558 AM and FM stations for broadcast between Aug. 1-21, VFW reports.

Featured on the show are Bing and Bob Crosby, Bob's nine-year old daughter, Cathy; Dina Shore, Dennis Day, Jimmy Wallington, VFW Commander-in-Chief Lyall T. Beggs of Madison, Wis., and orchestra leaders John Scott Trotter, Frank DeVol and D'Artega. Producer is Ralph Durkin of Russell Comer Agency, Kansas City, under direction of Narney Yanofsky, VFW public relations director.

## New Transcribed Series

NEW 15-MINUTE transcribed series, *Miracle of America*, has been bought by sponsors in 10 markets, according to program's producers, Roberts Radio Productions, David Broderick Tower, Detroit. Roberts says series tells story of free enterprise in America and is available for sponsorship in many areas. Company will send free audition recording on request, to executives or broadcasting stations.



22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

# REORGANIZATION

## FCC Approves Some Aspects

FCC endorsement of certain Hoover Commission recommendations on reorganization of independent agencies was contained in a letter released July 29 by Sen. John L. McClellan, chairman of the Senate Executive Expenditures Committee. The Commission's stand was revealed by Comr. Rosel Hyde, acting chairman of FCC in the absence of Comr. Paul Walker, who was in Paris.

Describing the Hoover report as a "considerable contribution toward good government" in that it recognizes the place of independent agencies in the federal system, Comr. Hyde said the Commission:

(1) Endorses the recommendation that administrative responsibility be vested in the chairman. He pointed out FCC has gradually evolved a system under which the chairman takes the initiative on administrative matters, aided by an executive officer who directs the coordination on budgetary, planning and personnel work.

(2) Generally approves a recommendation pertaining to clarification of statutes to call for removal of members of FCC, SEC, FPC "only for cause." The Hoover Commission urged an amendment providing that a Commissioner upon expiration of his term continue to serve until his successor has been appointed and shall have qualified. This would avoid "disruptions" in FCC's regulatory duties.

(3) Felt "not enough emphasis is usually given to the importance of the services and industries subject to (FCC) regulations" and favors recommendations for increases in salaries of Commissioners and top staff members.

(4) Generally endorses an amendment of statutes so as to permit Commissions to delegate routine, preliminary and less important work to staff members under their supervision.

Meanwhile, President Truman July 29 handed down an executive order calling on agency heads to review their respective programs with a view to carrying them out with "maximum effectiveness and economy;" to provide for periodic and systematic appraisals of operations; to schedule action to work out and install improvements looking toward "greatest benefits in economy or better service for the same or less money."

## NETWORK BOXSCORE

| | |
|---|---|
| Number of commercials on the four nationwide networks, June 30 | 249 |
| Number of network commercials starting during July | 2 |
| Number of network commercials ending during July | 29 |
| Number of commercials on the four nationwide networks, July 31 | 222 |

### July Additions

| SPONSOR | PROGRAM | NETWORK | TIME | AGENCY |
|---|---|---|---|---|
| Procter & Gamble | Welcome Travelers | NBC | Mon.-Fri. 10-10:30 a.m. | D-F-S & Biow |
| Evans Case Co. | Evans Showcase | CBS | Sat. 8:30-9 p.m. | Don Horter & Co. |

### July Deletions

| | | | | |
|---|---|---|---|---|
| Internat'l Silver | Ozzie & Harriet | CBS | Sun. 6:30-7 p.m. | Young & Rubicam |
| Campbell Soup Co. | Club 15 | CBS | Mon.-Fri. 7:30-7:45 p.m. | Ward-Wheelock |
| Campbell Soup Co. | Edw. R. Murrow | CBS | Mon.-Fri. 7:45-8 p.m. | Ward-Wheelock |
| Electric Auto Lite | Suspense | CBS | Thurs. 9-9:30 p.m. | Newell-Emmett |
| Ford Motor Co. | Ford Theatre | CBS | Fri. 9-10 p.m. | Kenyon & Eckhardt |
| General Foods | My Favorite Husband | CBS | Fri. 8:30-9 p.m. | Young & Rubicam |
| General Foods | Jack Carson | CBS | Fri. 8-8:30 p.m. | Young & Rubicam |
| Lipton's Tea | Godfrey's Talent Scouts | CBS | Mon. 8:30-9 p.m. | Young & Rubicam |
| Lever Bros. | Lux Radio Theatre | CBS | Mon. 9-10 p.m. | J. Walter Thompson |
| Lever Bros. | My Friend Irma | CBS | Mon. 10-10:30 p.m. | Foote, Cone & Belding |
| Procter & Gamble | Lowell Thomas | CBS | Mon.-Fri. 6:45-7 p.m. | Compton |
| Procter & Gamble | Beulah | CBS | Mon.-Fri. 7-7:15 p.m. | Dancer-Fitzgerald-Sample |
| Procter & Gamble | Jack Smith | CBS | Mon.-Fri. 7:15-7:30 p.m. | Dancer-Fitzgerald-Sample |
| R. J. Reynolds | Bob Hawks | CBS | Mon. 10:30-11 p.m. | Wm. Esty Co. |
| Procter & Gamble | FBI In Peace & War | CBS | Thurs. 8-8:30 p.m. | Biow |
| Philip Morris | Playhouse | CBS | Fri. 10-10:30 p.m. | Biow |
| Toni Co. | Crime Photographer | CBS | Thurs. 9:30-10 p.m. | Foote, Cone & Belding |
| Servel Co. | What's My Name | ABC | Sat. 12:30-1 p.m. | BBDO |
| Drackett Co. | Star Time | ABC | Thurs. 10:45-11 a.m. | Young & Rubicam |
| Pillsbury Mills | Kay Kyser's College of Fun & Knowledge | ABC | Mon.-Fri. 4-4:15 p.m. | Leo Burnett |
| Chesebrough Mfg. | Little Herman | ABC | Tues. 8-8:30 p.m. | McCann-Erickson |
| Procter & Gamble | Welcome Travelers | ABC | Mon.-Fri. 12-12:30 p.m. | Compton Adv. & Benton & Bowles |
| General Electric | House Party | ABC | Mon.-Fri. 3:30-4 p.m. | Young & Rubicam |
| American Meat Inst. | Fred Waring | NBC | Thurs. 10-10:30 a.m. | Leo Burnett |
| Procter & Gamble | Brighter Day | NBC | Mon.-Fri. 10:45-11 a.m. | Dancer-Fitzgerald-Sample |
| Procter & Gamble | Ma Perkins | NBC | Mon.-Fri. 3:15-3:30 p.m. | Dancer-Fitzgerald-Sample |
| Sealtest | Variety Theatre | NBC | Thurs. 9:30-10 p.m. | N. W. Ayer |
| R. B. Semler | Gabriel Heatter | MBS | Wed. & Fri. 7:30-7:45 p.m. | Erwin Wasey |
| General Foods | Juvenile Jury | MBS | Sun. 3:30-4 p.m. | Benton & Bowles |

### July One Timers

| | | | | |
|---|---|---|---|---|
| Gillette Safety Razor Co. | All Star Baseball Game | MBS | Tues., July 12 1:15 p.m.-concl. | Maxon Inc. |

# WINN REQUEST

## 1240-1350 Proposal Refused

OPERATION of WINN Louisville on its own 1240 kc at night and on WLOU Louisville's 1350 kc daytime, following merger of interests and filing of bid for fulltime on 1350 kc, would not be approved by FCC the Commission has advised WINN. Opinion was solicited by WINN before continuing discussions with WLOU.

WINN, assigned 250 w fulltime on 1240 kc, has been seeking a regional assignment there in order to improve coverage and retain its ABC affiliation. WLOU, assigned 1 kw day on 1350 kc, is an independent outlet. Initial discussion for acquisition of WLOU by WINN has been held but no details such as price were mentioned. WINN proposed to continue the split-frequency operation until fulltime on 1350 kc were approved and then relinquish the 1240 kc facilities. However FCC held such operation would violate its duopoly rule and also be inefficient use of 1240 kc.

heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

*If you want sales in Montana, the Mosby stations SELL!*

*The Art Mosby Stations*

CBS KGVO • KANA • KGFM

5 KW DAY—1 KW NITE MISSOULA | ANACONDA BUTTE 250 KW | GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES



OUT AUGUST 15

MARKETBOOK
SPOT RATE FINDER
FREE TO SUBSCRIBERS

MARKETBOOK
SPOT RATE FINDER
ESSENTIAL MARKET FACTS

MARKETBOOK
SPOT RATE FINDER
SPOT RADIO FIGURES

MARKETBOOK
SPOT RATE FINDER
RETAIL SALES BREAKDOWN

MARKETBOOK
SPOT RATE FINDER
COUNTY, STATE FIGURES

MARKETBOOK
SPOT RATE FINDER
AM FM TV STATION DATA

MARKETBOOK
SPOT RATE FINDER
SERVICE FOR A YEAR

MARKETBOOK
SPOT RATE FINDER
SINGLE COPIES $1.00

MARKETBOOK
SPOT RATE FINDER
FREE TO SUBSCRIBERS

MAIL COUPON TODAY

Send me 52 weekly issues, 1949 MARKETBOOK, and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

I ENCLOSE $_____

PLEASE BILL ME ☐

$7.00 1 Yr. $12.00 2 Yrs.

BROADCASTING • TELECASTING
Nat'l Press Bldg., Wash., D. C.

# Allied Arts

BERNARD DUDLEY, freelance announcer for past ten years on network shows from New York and Hollywood, has joined MPO Productions Inc., New York, as director of sales and chief of television development. MPO is currently filming the Berkshire Music Festival for U. S. State Dept. and Yellowstone Park for Ford Motor Co. **JOYCE MILLER,** formerly on sales and production staff of WMAZ Macon, Ga., has joined MPO Productions Inc., as assistant to Mr. Dudley.

**FRANK SEAVER,** former member of Jam Handy Organization, Detroit, has rejoined sales and contact staff of New York office. Mr. Seaver will be responsible for New York TV productions with organization's commercial unit.

**MARK A. FORGETTE,** former executive director for Harold E. Stassen and ex-aide to Gen. Mark W. Clark, has been appointed Northwestern Sales Representative for United Videograms Inc., Minneapolis.

**CHICK VINCENT Co.** announces sale of *Ship's Reporter,* TV show now seen on WJZ-TV New York, to WMAL-TV Washington, WXYZ-TV Detroit, WBEN-TV Buffalo, and WLW-TV Cincinnati. Show is produced by **National Television Guild.** Its m.c., **Jack Mangan,** is currently collecting material for a book based on interviews from program, to be published in the fall.

**RALPH J. ROBERTS,** formerly executive of Aitkin-Kyneet Adv., Philadelphia, has been named sales promotion and publicity director of Muzak Corp.

**DON McNAMARA,** television director of Telefilm Inc., Hollywood, has started instructing new class in television for U. of California Extension Div. Course is listed as "Television Survey and Workshop."

**CHARLES MICHELSON,** president Charles Michelson Inc., New York (transcription firm), is the father of a boy, Stephen Paul.

### Equipment

**DIELECTRIC PRODUCTS Co.,** Jersey City, N. J., announces availability of its DPC Douband Dipole with reflectors featuring exclusive Duo-Antenna head. Low-priced models D 72 and D 300 will receive all channels even in most remote fringe areas, company claims.

**MAGNAVOX Co.,** Ft. Wayne, Ind., has placed four new TV sets on market, claiming for them largest picture of any receivers using 16-inch tube. Area of image is 148 sq. inches as compared with usual 128 sq. inches.

**MOTOROLA Inc.,** Chicago, announces net earnings of $1,908,255.95 for six months period ended July 2, 1949, representing peacetime sales record for firm.

**WIND TURBINE Co.,** West Chester, Pa., Tower and Antenna Div., announces new Trylon TV mast made of reinforced steel rod construction, hot-dipped galvanized after fabrication. It can be installed with any type antenna in short time, firm reports.

**CLARKSTAN Corp.,** Los Angeles, has announced production of new recording microscope with self light source and reticle for analysis of grooves and surface quality of all types of disc recordings and pressings. Light and portable instrument, model 231, comes complete with carrying case at consumer price of $22.50.

## RADOX OFFICERS
### Named by Stockholders

STOCKHOLDERS of Sindlinger & Co. Inc., operator of Radox, at the annual meeting in Philadelphia, elected the following officers: Albert E. Sindlinger, president; Thomas M. Searles, executive vice president and treasurer, and Robert Wolf, secretary.

Elected to the board of directors were Ralph A. Bard, Chicago, chairman; Albert E. Sindlinger, Philadelphia; Harold R. Reiss, Philadelphia; Thomas M. Searles, Philadelphia; Dr. Albert F. Murray, Washington; Henry Isham, Chicago; Robert Betten, Chicago; Ralph Raibourn, New York, and Robert Wolf, Philadelphia.

Mr. Sindlinger, Mr. Bard and Mr. Searles were elected to the executive committee. Dr. Murray, Mr. Sindlinger and Mr. Reiss were elected to the engineering committee.

At a recent board meeting, plans for expediting the automatic operation for Radox were put into action, making it possible for Radox to expand to other cities at a fast rate with a more economical operation. The board also set up a Radio-Television Industry Advisory Board of outstanding personalities in the radio-TV field to advise on expansion plans and the use of Radox Ratings.

## MUSE-ART MERGER
### Plant Broadcasting Planned

MUSE-ART Corp. has been created from a recent merger of Muse-Art Corp. of Philadelphia and National Wired Music Corp. John B. Kelly, president of National Wired Music, will be president of the merged company. The Muse-Art firm, which formerly concentrated its activities in the field of wired music, will expand into plant broadcasting.

Max Ingber, president of the former Muse-Art company, will head the plant broadcasting division. Mr. Kelly, Mr. Ingber, Paul Harron, president of WIBG Philadelphia, and Joseph Lang, also of WIBG, will be active participants in the new firm. Benjamin Blu, president, Bennett - Shelburne Corp.; P. J. McCall, John Morgan Davis and Bernard Eskin are directors of the merged company.

## D.C. TRANSIT FM
### PU Commission Sets Hearing

CIVIC groups and other organizations and individuals will be invited to air views before the Public Utilities Commission of the District of Columbia next September or October on whether they think Transit FM in the nation's capital is operated "consistent with public convenience, comfort and safety."

This was disclosed by the PU commission after it ordered a public hearing based on a "number of communications" protesting use of radios on vehicles operated by Capital Transit Co. The "number" comprised some 75 letters before and 50 after the announcement, mostly unfavorable to the service, it was learned. A spokesman of the commission acknowledged that the number, 125 received up until July 20, represents a small percentage of the total transit riders in the Washington area, and that those favorable to transit radio "generally don't bother to express themselves."

Ben Strouse, general manager of WWDC-AM-FM Washington, Capital outlet for the service, said he was conferring with attorneys on the stations presentation before the commission. Approximately 175 busses and street cars now have equipment installed, with about 50 to be added in the next 30 days, he added.

## Open House

TRI-STATE Distributors Inc., L. Richard Fried, president, Albany, N. Y., video spot buyer over WRGB Schenectady, will hold open house Aug. 9-10 for 400 dealers in the eastern New York area to show them new radio and television models and to explain what TV entertainment this fall will be likely to lure more buyers to the set market.


Now you can afford

BIG NAMES

on your commercials

For the first time in radio history, big name announcers and entertainers are within the budget reach of your local advertiser.

Now you may have transcribed announcements, voiced by the nation's top talent, written and produced *especially for your advertiser*...at a cost comparable to locally produced spots. How do we do it?...Write, wire or phone for complete information.

Celebrity Commercials by

Keith Kerby Ltd.

111 SUTTER ST • SAN FRANCISCO • CALIFORNIA • YUKON 2-5532



The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER, MOLINE, ILL

**JEFFREY LYNN (r), motion picture star, is interviewed by Program Director H. W. Maschmeier of WPTR Albany, N. Y., in salute to the summer stock season in New York State and the Northeast as the station began 50 kw fulltime operation last month.**

## GIVEAWAY A HIT

### Quiz Gets Heavy Write-In

AS MANY AS 10,000 write-ins from listeners in a single day is the boast of WCPO Cincinnati's AM, FM and TV stations personnel, of Keelor & Stites agency, and of Parkview Markets, a group of affiliated independent retail grocers. Reason for the boast is *Parkview Dinner Winner*, half-hour giveway quiz show now being aired six days a week on the three stations.

The AM-FM format has not been sacrificed in wedding the two shows. Setting of telecast show is a grocery counter with a dominating display of Parkview products on it and behind it, adding to visual impact and product identification. M.C. of show is Paul Dixon.

In addition to a standing jackpot of $3,700 in prizes, hundreds of pounds of Parkview coffee, baskets of groceries and hams given out weekly keep listener and viewer interest at a white heat. Keelor & Stites says: "If you are ever in Cincinnati between 5:30 and 6:00 p.m. and your phone rings, don't say 'hello' or your chances go. Say 'Parkview' and be a great big dinner winner."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- 10 inch 78 RPM.
- FULL-RANGE RECORDINGS (30-14,000 cycles – Reproduces every sound audible to the normal ear.
- Instrumentals only (no vocals).
- Basic library plus regular monthly releases.

*For further details write or wire:*

**LONDON LIBRARY SERVICE**
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A Division of THE LONDON GRAMOPHONE CORP.


## Commercial

PETER M. SOUTTER, former spot radio account executive with Paul H. Raymer Co., New York, has joined ABC as account executive in network sales department. Previously, Mr. Soutter had been with J. Walter Thompson Co. for seven years.

WAYNE B. GLASGOW, former eastern district traffic manager for Eastern Airlines, has joined sales department of WLAC Nashville, Tenn.

JACK JENNINGS, in ABC Hollywood traffic department for past nine months, has been made western division assistant sales promotion manager under NORMAN NELSON. Before coming to West Coast he was associated with Oklahoma stations as account executive.

KCRG KCRK (FM) Cedar Rapids, Iowa, has appointed Burn-Smith Co., New York, as national representative.

JOHN PRIMM, new to radio, and JUDITH DODSON, formerly in advertising department of *Wichita* (Kan.) *Eagle*, have joined local sales staff of KFH and KFH-FM Wichita.

HOMER GRIFFITH has resigned as sales manager of KDYL-TV Salt Lake City to become vice president in charge of sales and merchandising promotion for Telemount Pictures Inc., Hollywood.

FRAN COLE, commercial manager of KAYX Waterloo, Iowa, has been elected executive secretary of Cedar Falls Chamber of Commerce.

WALTER H. (Bill) STAMPER, program-traffic manager and continuity chief at WDXB Chattanooga, Tenn., has been added to sales staff of that station.

NORMA J. BOSS has been appointed executive secretary for Bulmer & Johnson Inc., Minneapolis radio station representative. Miss Boss was previously associated in similar capacity with Iowa Tall Corn Network, Des Moines.

WESTERN RADIO ADV. Inc., radio station representative, has moved San Francisco offices to 79 Post St. Telephone is Yukon 6-4112.

FORJOE & Co., national radio and television station representative, has announced removal of its Atlanta office to 319 Mortgage Guarantee Bldg.

BILL BREWER, NBC Chicago spot salesman, and VIRGINIA SHERMAN, TV actress, have announced their marriage.

ED HENNESSY, account executive for WCON Atlanta, Ga., and HELEN MILLER, formerly of WRBL Columbus, Ga., have announced their marriage.

HALSEY BARRETT, DuMont TV network spot sales head, is the father of a boy, Donald Vail.

## CBS Market Data

A COMPLETE handbook of market data for its 13 AM and six TV stations has been issued by CBS Radio Sales. Comparisons of station audiences, radio families and cost-per-1,000 for the years 1946 and 1949 also are included.

# FOOTBALL

### WTMJ-AM-FM-TV Announce Coverage Plans

TELEVISION and radio coverage of university and professional football games was announced last week by WTMJ WTMJ-TV WTMJ-FM, the *Milwaukee Journal* outlets. The total cost of AM-TV-FM coverage, including fee card rates for time service, talent, lines and miscellaneous items will run in excess of $68,500, according to Bruce Wallace, assistant manager.

WTMJ-TV will telecast five U. of Wisconsin home games at Madison and three Marquette U. home contests at Milwaukee. Schedule for U. of Wisconsin marks the first time its games will be telecast. AT&T currently is installing a relay system between Milwaukee and Madison, 80 miles apart. All telecasts will be sponsored by the First Wisconsin National Bank of Milwaukee, through Marvin Lemkuhl Agency.

Socony Oil Co. (Wadham's Div.), perennial sponsor for the past 20 years of Green Bay Packers pro and U. of Wisconsin games on WTMJ, has also signed a contract to sponsor the Packers on video, in addition to its regular AM broadcasts. This will be the second year for Packers telecasts. Radio contract, calling for 24 games home and away, was placed through Compton Advertising Agency. Broadcasts are duplicated on WTMJ-FM, with WTMJ feeding the game to a special network of 10 Wisconsin and Upper Michigan stations.

Larry Clark will handle the TV version of the Wisconsin and Marquette contests, while Chief Announcer Bob Heiss will do the AM and FM broadcasts. On the telecasts, WTMJ-TV will send its mobile unit and crew to Madison for the Wisconsin games, using two cameras at a vantage point high in the stadium. Arrangements for TV rights were made through Harry Stuhldreher, athletic director.

## Flying Transmitters

THREE complete RCA broadcast transmitters, weighing 25,000 pounds, were flown to Cuba July 28 from Philadelphia's Southwest Airport for Union Radio in that island. The shipment, believed largest of this type of equipment ever sent by air transport, consisted of one 10 kw and two 1 kw transmitters. Rumara Y. Lastra, RCA distributors for Cuba, were consignees.


**Radio . . .**

*since its commercial infancy*

**Television . . .**

*since 1936*

George R. Nelson, Inc.
advertising

SCHENECTADY

## News

FRANK SINGISER, network news analyst, has been appointed assistant professor radio production at Boston U.'s school of public relations. Mr. Singiser will continue to be heard as science reporter on General Electric *Excursions in Science* series, and also will moderate Skidmore College *Open Forum* series broadcast on WGY Schenectady, N. Y.

ED A. CONDIT Jr., general staff announcer at WMTR Morristown, N. J., has been promoted to chief announcer. Mr. Condit joined WMTR six months ago.

FRANK BARTON, assistant news editor at WBBM Chicago, leaves Aug. 12 for two weeks in Europe, where he will work on show for Army Air Force units. He will travel to London, Paris, Berlin and Vienna.

SIGENAO NAKAMURA, chief of foreign news division of Broadcasting Corp. of Japan, visited WHLI and WHLI-FM Hempstead, Long Island, to study community radio station in operation. He is one of group of Japanese and Korean broadcasters visiting America under joint sponsorship of Army and Rockefeller Foundation.

GUY LEBOW, sportcaster for WPIX (TV) New York, was asked to assist Columbia Pictures producers with wrestling terms and holds for their new grappling feature now in production.

## EQUALITY SOUGHT

### In Iowa Sports Coverage

CAMPAIGN to persuade Iowa colleges and universities to accept radio stations on the same basis as newspapers in the coverage of sports events is being led by Gene Shumate, sports director of KSO Des Moines. Mr. Shumate's chief complaint is the permission fee charged radio stations for sports broadcasts.

There are no exclusives granted but each station is charged a fee by the U. of Iowa, the fee set up as equivalent to a station's one-time highest daytime hourly rate. Iowa U. is a member of the Big Ten Conference. Iowa State College, a Big Seven member, charges a flat fee of $100 per grid game.

Says Mr. Shumate: "My contention has always been, and always will be, that when the U. of Iowa starts charging . . . newspapers for space in the press box, just as they charge KSO and other radio stations, then I'll cease being angry."

## General Motors' Sales

GENERAL MOTORS, one of the nation's biggest advertisers, recorded largest dollar sales in its history during 1949's second quarter with sales of $1,595,349,652. Last year's second quarter sales were $1,145,554,234. Company also had its highest peacetime employment, having more than 400,000 people on its rolls.

## ON GLOBAL HOP

### Newsman To Visit 26 Lands

WITH A tape recorder in one hand and a typewriter in the other, WCMW Canton, Ohio, News Editor Elwood Broadwater took off fortnight ago for a globe-circling flight that will take him 50,000 miles, and into 26 countries.

Mr. Broadwater, who plans to return recorded programs and script features from each country he visits, is making the four-month journey to report for WCMW listeners what an American sees and feels on a post-war visit to foreign lands. He is accompanying the owner of Salem Engineering Co., Sam Keener, as public relations representative on the trip in a converted Liberator B-24. Mr. Broadwater will report to the people of Northern Ohio the progress of the flight, featuring special interviews in the countries he visits.

*News Editor Broadwater gets in a few last-minute licks at typewriter before taking off on world tour.*

* * *

Before joining WCMW, Mr. Broadwater served as operations officer in the Counter Intelligence Corps in Germany and was author of the regional secret field report used by occupation authorities.

## THE WEATHER FOR TODAY. . . . .

### In Some Locations Only Confusion Reigns

SUGGESTION for more effective use of weather forecasts by stations, in order to improve the service to listeners, is offered by James C. Fidler, who is in charge of the broadcasting-television section of the U. S. Weather Bureau, Washington. Mr. Fidler reports that some confusion is caused by broadcasting weather reports without giving specific geographic locations covered by the report. This is seldom the case when official forecasts are announced on newscasts, but, according to Mr. Fidler, disc jockeys and early-morning emcees frequently fail to preface the announcement with the location for which it is intended.

The problem is greatest, he says, on high-powered regional stations with erratic coverage patterns. As an example, he cited the midwest where rural areas get a strong signal from regional stations in the east or south. A farmer in this area may switch on his radio in the morning, Mr. Fidler noted, and hear a forecast for rain. If no geographic location for the report is announced, the farmer may prepare for rain, only to learn later that he was listening to WWL New Orleans and had received the weather prediction for Louisiana.

The problem is not confined to any one region, Mr. Fidler said, but is a general nationwide trend. He asks for the cooperation of broadcasters in instructing air personnel to begin all weather reports with: "This is the official weather forecast for (i.e. Washington, D. C., or the state of Connecticut)."

## WBEX to ABC

WBEX Chillicothe, Ohio, is affiliating Aug. 14 with ABC as a member of its basic network. Station, owned by Shawnee Broadcasting Co., operates fulltime with 250 w on 1480 kc. Manager is J. Harry Callaway.


**Up to 42% Savings on your Recording Costs!**

By The Sensational New

**COLUMBIA**

(LP) Microgroove Method

See How You Save!

*Substantially Lower Cost Per Record

*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side

10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

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*When It's* **BMI** *It's Yours*

*Another BMI "Pin Up" Hit—Published by Porgie*

**LOVE IS A BEAUTIFUL THING**

*On Records: Frankie Carle—Col. 38518; Blue Barron—MGM 10455; The Unitones—London 461; David Middleton—Cap. 37-651.*

*On Transcriptions: Blue Barron—Lang-Worth; Dick Liebert—NBC Thesaurus.*

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

# BRIGHT AM FUTURE

**Indicated by All-Time WGAR High, Patt Says**

PREDICTION of a bright future for AM radio and emphasis on the need for hard selling to assure such a future are among highlights of a business report on WGAR Cleveland appearing in July 18 issue of *The Cleveland Press*.

The paper's financial editor, Robert Seltzer, quotes WGAR Vice President and General Manager John F. Patt as announcing his station's sales for the first six months of 1949 were at an all-time high, with total dollar volume 21% above the first half of last year.

Mr. Patt said: "This record indicates that there is plenty of business to be had if we will put forth our best efforts and use ingenuity in developing new sources and in prospecting for new programming and promotion ideas."

Stating that total dollar volume was 21% above the first half of last year, Mr. Patt also reported that WGAR added 25% more new clients in June than were signed in the same month a year ago. He said 98% are radio set owners in the Cleveland area.

Mr. Patt went on to state WGAR's favorable showing for the first half of 1949 in the $6 billion northern Ohio market was fairly uniform for all classifications of station revenue. Local and national spot announcement revenues, local and national program revenue, talent sales and network income all were involved in the increased volume.

He said credit is due CBS for its strengthened network program schedule and the local sales staff under Vice President Carl E. George and the national sales force. Among large sales he mentioned as recently consummated were *Morgan's Musical Inn* to the makers of Gold Bond Beer, *Salute to Success* for the Central National Bank, Sammy Kaye's *Showroom* for Chrysler dealers, Bob Neal's sports program for Carling's, the Bing Crosby show for Minute Maid Orange Juice, and the Cleveland Browns' 1949 schedule for Standard Oil Co. of Ohio.

He further stated that WGAR, except for summer baseball hours, has lead in every time classification of Hooperatings, its margin over the second station in Cleveland has reached approximately 30% and it has held the listening leadership since Oct. 1.

"WGAR," Mr. Patt said, "has adopted a consistent policy of developing local talent. Our well-established programs of education, discussion, serious music and special events will continue more strongly than ever."

The *Cleveland Press* article followed by several months an address before the 19th Annual Institute for Education by Radio in which Mr. Patt said that even greater opportunities lie ahead for particular stations, for increased listening at particular hours and with specialized program services.

"Radio," he stated, "will always be the only medium to entertain or enlighten man while he works. The household tasks of hundreds of thousands of the nation's homemakers are immeasurably lightened by bright music or the daily installments of radio's serial dramas. Millions of American working men and office workers find time passes more quickly and pleasantly at their benches or desks by listening to the baseball games or music to fit their moods.

"Is there any other medium than AM radio (supplemented by FM, of course) which will provide to all members of the family such pleasant and instantaneous and reliable accompaniment in variety when they work, when they read, when they ride and when they travel and play? I think the answer is plain."

## Business for Radio

*(Continued from page 9)*

buyers are immunized against radio.

An important part of the campaign to sell WORL was the use of carefully selected radio trade paper advertising. By the use of ads in the leading radio journal we built up the station's reputation with time buyers.

Salesmen and station managers don't work hard enough, with some exceptions. Managers, as a rule, do not go on the firing line with their men where they are desperately needed at times for ideas and help of one kind or another. Too many managers sit on their fat swivel chairs. Poor selling makes a poor industry and I hope that the radio industry will not be characterized by poor selling. It is a great industry. The surface of it has not been scratched yet. Television will not hurt AM radio—I believe it will help it. Fresh money can now be seen coming into radio. Paint, curtain companies and gadgets are finding their way into television as an advertising medium. All of the advertisers who have used network and independent stations up to now will continue to advertise on them for many years to come.

The buyers' market, in my opinion, will have no effect on the industry if radio men work to build accounts into successful advertisers.

## BLACK CROW DEAD

**Last of 'Black Crows' Team**

GEORGE MORAN, 67, member of the "Two Black Crows," famous radio team of the 1920s, died last Thursday in a hospital charity ward in Oakland, Calif. George Moran, with the late Charles E. Mack, came to radio after reaching the top in vaudeville and musical comedy and their black-face routine also was responsible for sale of seven million phonograph records.

Mr. Moran was born at Elwood, Kan., only 20 miles from White Cloud, birthplace of Mr. Mack. After years of small-time vaudeville, the pair hit the big-time at New York's Winter Garden.

## NEW RADIO LAB

**Reported Favorably by Johnson**

LEGISLATION authorizing a new radio laboratory for the National Bureau of Standards at an estimated cost of $4,475,000 was reported favorably July 26 by Sen. Edwin C. Johnson, (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee. The bill (S 443) has the approval of FCC and other establishments.

The laboratory is urgently needed primarily for studies of the characteristics of radio wave propagation and allied radio matters of interest to the military, according to the Dept. of Defense and National Security Resources Board. It would also play an important private commercial role. Site of the laboratory has not been determined but probably will be outside of Washington, D. C.

Of the sum allowed for construction and equipment, $360,000 would be for cost of equipment, the Senate Commerce Committee said. Also included is provision for purchase of land. Purpose of the building is to make available additional space for basic research work which would permit, among other things, expanded determinations of the effect of varying atmospheric conditions on radio reception and transmission throughout the United States. NBS now has a radio building, built in 1918.


**LIBEL and SLANDER**

Invasion of Privacy
Plagiarism-Copyright-Piracy
**INSURANCE**
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
*For details & quotations write*

**Employers Reinsurance Corporation**
Insurance Exchange Bldg.,
Kansas City, Missouri



***What It Takes To Make Radio Do A Selling Job...***

***We've Got It!***

★ Showmanship...
★ Know-How...
★ Good Programming...
★ And...the *enthusiasm to follow through* in detail!
★ For All The Facts About WIOD's Leadership in Miami...Call Our Rep...

*George P. Hollingbery Co.*

WIOD
FIRST IN MIAMI

James M. LeGate, *General Manager*
**5,000 WATTS · 610 KC · NBC**

# Promotion

IDEAL promotional tie-in is presented in sponsorship of Major League game broadcasts over WMIT (FM) Charlotte, N. C., by Allison-Erwin Co., Zenith distributor for North and South Carolina (see ON THE DOTTED LINE, page 16). Commercials feature new Zenith "Major" FM radio. Using an "FM only" station—WMIT—sponsor is highlighting campaign with slogan: "Listen to the *MAJOR* League games from the *MAJOR* FM station in the Southeast on a Zenith *MAJOR* FM radio from your *MAJOR* Zenith dealer." Games are aired every afternoon, Mon.-Sat., with Zenith dealers in area cooperating with Allison-Erwin Co. in campaign. According to Johnny Dunnagan Charlotte manager for WMIT, Allison-Erwin is ordering car-load of "Major" FM sets to back up campaign.

**Front Page Mailing**

REPRINTS of story on high school news writers contest conducted by WINS New York and *Winchester* (N. Y.) *Herald* have been mailed to 250 agencies, sales offices and advertisers by station. Story was on front page of *Herald* and reprints used regular format with stories and pictures relative to contest and its theme, "Know Your Community."

**Questionnaire Promotion**

TRUE AND FALSE questionnaire about station's programs and rates was format of promotion for changing frequency at WLOW Norfolk, Va. Station sent questions to 300 of Norfolk's leading advertisers. First prize was $1,410 in advertising, amount corresponding with new frequency. Next ten prizes were $14.10 in advertising. WLOW reports 60% return on contest with many advertisers bringing their answers to station in person.

**Hundreds Watch Recreation**

WINDOW of men's store was scene of recreation of Class B league games over KYAK Yakima, Wash. Series was recreated by station for fans of Yakima Bears, Class B Western International League team, and was watched by estimated 3,000 people. Two late August shows are scheduled from roomier show room of Yakima car dealer.

**WHBC Hooperating**

MONTHLY MAILINGS of five attractive reports of WHBC Canton, Ohio's, Hooperating have been sent to 500 agencies and advertisers in national field. Reports are each a different color and feature pictures of "Good Neighbor Mike," station's promotional character.

**Too Much Success**

REX DALE, WCKY Cincinnati, Ohio, disc jockey, was scratched and bruised when cornered by throng eager to receive money for identifying him at his first appearance in scheduled six-day identification contest. Each day, Mr. Dale was to give $5 to first person recognizing him, and $1 to each of next 45. C. H. Topmiller, station manager, received wrenched back in efforts to rescue Mr. Dale from crowd. Additional appearances were cancelled as safety measure for both Mr. Dale and his fans.

**Stock-Taking**

EVERY SIX MONTHS WOR New York "takes stock" by asking listeners for suggestions on improving programs and services. Campaign, lasting two weeks, this time will find out what kind of radio programs are most interesting, and what television fare is most in demand.

**Sales Through Radio**

IN CONNECTION with Norwich, Conn., Dollar Days, WICH Norwich has sent bulletin to merchants. Bulletin includes statistics on radio audiences, and encourages usage of radio in year-round advertising, stating, "For Dollar Days or any day use RADIO."

**Comparative Study**

SIX-PAGE LEAFLET in two colors—violet and black—shows coverage of newspaper, magazine and radio in area of WOAI San Antonio, Tex. Station has mailed leaflet to agencies and clients under title, "Eyeing Media Performance in South Texas." Folder is work of Dallas P. Wyant, WOAI promotion manager.

**KGER Offering**

ATTRACTIVE beige colored bulletin highlighted with large red arrow announces offering of program, *1390 Rancho*, for sponsorship on KGER Long Beach, Calif.

**Library Promotes TV**

CLOSE COOPERATION between Milwaukee Public Library and WTMJ-TV Milwaukee, Wis., is beneficial to both. Library is featuring display highlighting books and articles on TV, television tubes and pictures of WTMJ-TV operations. Series of public service programs on WTMJ-TV carry theme of public library as information center for every need and feature library personnel and reviews of facilities available there. TV set has been in library lobby since 1947, when television started in Milwaukee.

**Show for Shaggy Dogs**

CUPS AWARDED prettiest dog, most unusual dog and dog with most personality were presented to proud owners of non-pedigreed shaggy dogs after dog show sponsored by *Tailwaggers Time*, weekly program on WMAL-TV Washington. After announcement of dog show, Marilynn Himes, star of *Tailwaggers Time*, was surprised to receive between 300 and 400 phone calls about it, when less than 40 entrants were expected. Street where show was held was roped off, loud speaker system was installed and Boy Scouts helped keep order. Winning dogs were featured on following week's program.

**Promotion Personnel**

**DONALD DeGROOT**, former program manager for WWJ Detroit, has been appointed public affairs manager for WWJ and its FM and TV affiliates. Mr. De Groot was previously with WTAC Flint, Mich., as station manager.

**GLENN UHLES** of NBC Chicago guest relations staff, is the father of a boy, Gregory Arnold.

## Air Survey at Cleveland

CLEVELAND Board of Education reports that there are radios in 98% of homes of senior high school pupils and in 99% of homes elementary school students. The board made two independent surveys on percentage of AM, FM and TV sets in senior high and sixth grade elementary schools. The breakdown: High school—total interviewed 13,597, radios 98%, FM 31%, television 8%; elementary — total interviewed 6,367, radio 99%, FM 26%, television 8%.

## FIELD DAY

**WMT Event Record Breaker**

TWO HUNDRED demonstrations of farm machinery and equipment featured the fourth annual National Farm Field Day sponsored by WMT Cedar Rapids, Iowa, as an estimated 40,000 people attended the event in nearby Manchester fortnight ago.

According to WMT Farm Service Director Chuck Worcester, the field day was the largest event sponsored by the station.

Some 500 farm leaders worked to prepare the displays and demonstrations and Iowa college specialists presented 10 educational exhibits, as well as kitchen storage and frozen food demonstrations for farm homemakers.

**HARD WORKING quartet pauses for rest at Fourth Annual National Farm Field Day of WMT Cedar Rapids, Iowa. L to r are WMT Farm Service Director Chuck Worcester, General Manager William B. Quarton, Donald M. Crooks of Douglas Fir Plywood (one of the 50 commercial exhibitors), and Lew Van Nostrand, sales manager of WMT.**

* * *

Another feature was the WMT farm gadget show, a contest with $360 in cash prizes for best homemade farm inventions.


*The Texas Rangers*

**"AMERICA'S FINEST WESTERN ACT"!**

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

*Wire, write or phone*

**ARTHUR B. CHURCH** *Productions*
KANSAS CITY 6, MISSOURI



**Advertisers walk on air**
WHEN THEIR PRODUCTS TAKE TO THE AIR
**in Memphis**
via
**WMPS**
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
**RADIO REPRESENTATIVES, INC.**

# JUNE LISTENING

## *Radio, TV Set Use Reported Down*

HOMES using radio or television in metropolitan New York dropped in July to 24.2% from 26.2% in June, according to the Pulse Inc., which said the decline is in keeping with the usual pattern for this time of year. Increased number of TV homes and sustained interest in baseball, however, made this year's July figures 3.1% higher than last year's July tally of 21.2%.

New York's top evening radio honors were captured by Walter Winchell with 18.0 in July. Top television place was taken by *Toast of the Town*, with 40.9 rating.

In Chicago and Philadelphia *Godfrey and His Friends* was the top television show, while in Cincinnati *Dunninger & Winchell* won first place.

The figures:

**METROPOLITAN NEW YORK**

**Average Quarter-Hour Sets-In-Use for Week Studied**

**6 A.M.-12 midnight, entire week**

| | Radio and TV combined | Radio |
|---|---|---|
| July 1949 | 24.2 | 21.8 |
| June 1948 | 26.2 | 23.7 |
| July 1948 | 21.2 | |

**Top 10 Evening and Daytime Radio Shows**

**Evening**

**Program Average Rating**

| | July | June |
|---|---|---|
| Walter Winchell | 18.0 | 15.0 |
| Stop the Music | 12.1 | — |
| Escape | 10.7 | — |
| Inner Sanctum | 10.3 | 12.0 |
| Crime Photographer | 9.7 | — |
| Mr. District Attorney | 9.0 | — |
| Gangbusters | 9.0 | 10.7 |
| Louella Parsons | 9.0 | — |
| The Fat Man | 8.9 | — |
| Leave It To Joan | 8.9 | — |

**Daytime 5-A-Week**

**Program Average Rating**

| | July | June |
|---|---|---|
| Arthur Godfrey | 7.1 | 9.9 |
| Grand Slam | 6.3 | 7.3 |
| Helen Trent | 6.2 | 7.8 |
| Rosemary | 6.1 | 7.5 |
| Big Sister | 6.1 | 7.3 |
| My True Story | 5.9 | 7.3 |
| Aunt Jenny | 5.9 | — |
| Our Gal Sunday | 5.9 | 7.4 |
| Ma Perkins | 5.8 | 7.2 |
| Wendy Warren | 5.7 | — |
| When Girl Marries | 5.7 | — |
| News—Harry Clark | 5.7 | — |
| News—P. Robinson | 5.7 | — |

**Saturday and Sunday Daytime**

**Program Average Rating**

| | July | June |
|---|---|---|
| New York vs. Brooklyn (Sun.) | 8.6 | — |
| New York vs. Brooklyn (Sat.) | 7.8 | — |
| Make Believe Ballroom (Sat. AM) | 6.6 | 6.1 |
| News—C. F. McCarthy | 5.7 | — |
| Washington vs. Yankees (Sat.) | 5.6 | — |
| Bing Crosby (Sat.) | 5.4 | — |
| Solitair Time | 5.3 | — |
| Children's Hour | 4.8 | 6.3 |
| Bing Crosby (Sun.) | 4.7 | — |
| CBS Symphony | 4.7 | — |

**Top 10 Television Shows**

**Program Average Rating**

**Once-A-Week Shows**

| | July | June |
|---|---|---|
| Toast of Town, WCBS-TV | 40.9 | 45.0 |
| Godfrey & Friends, WCBS-TV | 33.6 | 41.3 |
| TV Theatre, WNBT | 33.4 | 30.9 |
| Fireball Fun for All, WNBT | 32.1 | — |
| Repertory Theatre, WNBT | 24.1 | — |
| Original Amateur Hour, WABD | 22.9 | — |
| Stop the Music, WJZ-TV | 21.5 | 25.9 |
| Break the Bank, WJZ-TV | 20.3 | 30.8 |
| The Clock, WNBT | 20.0 | — |
| New York vs. Brooklyn, WCBS-TV | 18.6 | — |

**Leading Five-A-Week Programs**

**Program Average Rating**

| | July | June |
|---|---|---|
| Howdy Doody, WNBT | 12.2 | 18.2 |
| Small Fry Club, WABD | 9.4 | 14.8 |
| Camel News Caravan, WNBT | 8.2 | 10.5 |
| Lucky Pup, WCBS-TV | 8.1 | 13.7 |
| Western Feature Films, WATV | 7.6 | — |
| Six Gun Playhouse WBIX | 7.5 | 9.9 |
| Bob Howard Show, WCBS-TV | 6.5 | 10.4 |

**Average Quarter Hour Sets-In-Use For Week Studied**

**Entire Week, 12 Noon-12 Midnight**

**Television Homes**

| | Combined Radio & TV | TV | Radio |
|---|---|---|---|
| July 1949 | 31.0 | 20.8 | 11.2 |
| June 1949 | 34.7 | 26.3 | 9.3 |
| July 1948 | 31.4 | 22.0 | 10.3 |

**CHICAGO**

**July 5-11, 1949**

**Top 10 Television Shows**

**Once-A-Week Shows**

**Program Average Rating**

| | July | June |
|---|---|---|
| Godfrey & Friends WGN-TV | 29.8 | 36.7 |
| Crusade In Europe, WENR-TV | 25.4 | 28.0 |
| Stop the Music, WENR-TV | 23.7 | 30.7 |
| Wrestling, WGN-TV | 22.7 | 25.4 |
| Fireball Fun for All, WNBQ | 22.3 | — |
| TV Teen Club, WENR-TV | 22.3 | — |
| Detroit vs. White Sox, WGN-TV | 20.5 | — |
| Break the Bank, WENR-TV | 20.4 | — |
| Toast of the Town, WGN-TV | 20.0 | — |
| Hollywood Screen Test, WENR-TV | 18.7 | — |

**Leading Five-A-Week Programs**

**Program Average Rating**

| | July | June |
|---|---|---|
| Lucky Pup, WGN-TV | 16.1 | 15.2 |
| Small Fry, WGN-TV | 15.4 | 15.6 |
| Howdy Doody, WNBQ | 15.4 | 17.5 |
| Film Serials, WENR-TV | 14.9 | 16.3 |
| Lopez Speaking, WGN-TV | 14.1 | — |
| Flanagrams, WENR-TV | 12.0 | — |
| Curbstone Cut Up, WBKB | 10.5 | 14.8 |
| Judy Splinters, WNBQ | 9.3 | — |
| Frontier Theatre, WBKB | 9.1 | — |
| Mary Kay & Johnny, WNBQ | 8.8 | — |

**Average Quarter-Hour Sets-In-Use For Week Studied**

**Entire Week, 12 noon-12 midnight**

**Television Homes**

| | Combined Radio & TV | TV | Radio |
|---|---|---|---|
| June 1949 | 35.0 | 23.9 | 12.9 |
| May 1949 | 36.0 | 25.9 | 13.0 |
| July 1949 | 29.0 | 18.9 | 12.9 |

**CINCINNATI**

**July 5-11, 1949**

**Top 10 Television Shows**

**Once-A-Week Shows**

**Program Average Rating**

| | July | June |
|---|---|---|
| Dunninger-Winchell, WLWT | 55.0 | 47.5 |
| Bob Smith Show, WLWT | 50.0 | 47.5 |
| Morey Amsterdam Show, WLWT | 43.5 | — |
| Your Show Time, WLWT | 43.5 | — |
| St. Louis vs. Cincinnati, WLWT | 41.1 | — |
| Hobby Show, WLWT | 41.0 | — |
| Godfrey & Friends, WKRC-TV | 40.3 | — |
| St. Louis vs. Cincinnati, WLWT | 40.2 | — |
| Sportsman Show, WLWT | 38.0 | 44.0 |
| Chicago Cubs vs. Cincinnati, WLWT | 37.4 | — |

**Leading Five-A-Week**

**Program Average Rating**

| | July | June |
|---|---|---|
| Klub-Telekitchen, WLWT | 23.2 | 18.5 |
| Curtain Time, WLWT | 23.0 | 16.6 |
| Jamboree, WLWT | 21.7 | 22.6 |
| Lucky Pup, WKRC-TV | 17.6 | 16.8 |
| Western Theatre, WKRC-TV | 17.2 | — |
| Races—River Downs, WKRC-TV | 12.5 | — |

**Average Quarter Hour Sets-In-Use For Week Studied**

**Entire Week, 12 noon-12 midnight**

**Television Homes**

| | Combined Radio & TV | TV | Radio |
|---|---|---|---|
| June 1949 | 38.6 | 20.9 | 19.8 |
| May 1949 | 38.8 | 24.3 | 17.7 |
| July 1949 | 37.2 | 23.7 | 17.4 |

**PHILADELPHIA**

**July 5-11, 1949**

**Top 10 Television Shows**

**Once-A-Week Shows**

**Program Average Rating**

| | July | June |
|---|---|---|
| Godfrey & Friends, WCAU-TV | 44.5 | 49.7 |
| Toast of Town, WCAU-TV | 41.5 | 43.0 |
| Yankees vs. Philadelphia, WCAU-TV | 41.3 | — |
| Fireball Fun for All, WPTZ | 38.9 | — |
| Kraft TV Theatre, WPTZ | 37.6 | — |
| Boston vs. Phillies, WCAU-TV | 34.7 | — |
| Children's Hour, WCAU-TV | 31.3 | — |
| Stop the Music, WFIL-TV | 29.9 | — |
| Boston vs. Phillies WPTZ | 29.3 | — |
| Original Amateur Hour, WFIL-TV | 28.8 | — |

**Leading Five-A-Week Programs**

**Program Average Rating**

| | July | June |
|---|---|---|
| Howdy Doody, WPTZ | 23.4 | 29.6 |
| Lucky Pup, WCAU-TV | 13.2 | 15.6 |
| Small Fry Club, WFIL-TV | 11.9 | 16.8 |
| Weather, News, WCAU-TV | 10.3 | 12.0 |
| On Chestnut St., WCAU-TV | 9.4 | — |
| Mohawk Showroom, WPTZ | 8.5 | — |
| Camel News Caravan, WPTZ | 8.5 | — |
| Frontier Theatre, WPTZ | 8.2 | — |
| CBS News, WCAU-TV | 8.1 | — |

**Average Quarter-Hour Sets-In-Use For Week Studied**

**Entire Week, 12 noon-12 midnight**

**Television Homes**

| | Combined Radio & TV | TV | Radio |
|---|---|---|---|
| June 1949 | 36.5 | 27.4 | 11.2 |
| May 1949 | 38.1 | 29.4 | 10.8 |
| July 1949 | 28.6 | 19.5 | 10.3 |

**LOOKING HAPPY** over "rescue" by Navy helicopter in flood relief demonstration, George Cremeens, program director of WEEK Peoria, Ill., clutches his mike and tells listeners how it feels to sit on something solid after hoist through the air from a picket boat. Navy man in earphones helps untangle Mr. Cremeens.


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Yrs.

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# ACTIONS OF THE FCC

JULY 29 to AUGUST 5

**CP-construction permit** — **ant.-antenna** — **cond.-conditional**
**DA-directional antenna** — **D-day** — **LS-local sunset**
**ERP-effective radiated power** — **N-night** — **mod.-modification**
**STL-studio-transmitter link** — **aur.-aural** — **trans.-transmitter**
**synch. amp.-synchronous amplifier** — **vis.-visual** — **unl.-unlimited hours**
**STA-special temporary authorization** — **CG-conditional grant**

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.*

## July 29 Applications . . .

ACCEPTED FOR FILING

**License Renewal**

**WISR Butler, Pa.**—Request for renewal of license.

**Modification of License**

**KOWH Omaha, Neb.**—Mod. license to increase power from 500 w D to 1 kw D.

**Modification of CP**

**WDGY Minneapolis**—Mod. CP AM station to increase power etc. for extension of completion date.

Mod. CP new FM stations for extension of completion date: WRBL-FM Columbus, Ga.; WBIK Chicago; KSO-FM Des Moines; WSPD-FM Toledo; KHWO Brownwood, Tex.; WBIR-FM Knoxville.

**License for CP**

License to cover CP new FM station: WLDS-FM Jacksonville, Ill.; KBUR-FM Burlington, Iowa; KDRO-FM Sedalia, Mo.

**FM—105.3 mc**

**WWHG-FM Hornell, N. Y.**—CP FM station to change ERP from 10 kw to 8.42 kw, antenna height from 580 ft. to 558 ft. and change trans. location.

**FM—95.1 mc**

**WVBT South Bristol Twp., N. Y.**—CP FM station to change from Channel 270 (101.9 mc) to Channel 236 (95.1 mc).

**Modification of CP**

**WAGA-TV Atlanta, Ga.**—Mod. CP new commercial TV station for extension of completion date to 2-28-50.

## August 1 Decisions . . .

ACTIONS ON MOTIONS

**By Commissioner Jones**

**Supreme Bcstg. System Inc. and Royal Bcstg. Corp., New Orleans**—Granted continued hearing and change to place of hearing on applications; hearing continued to Oct. 3; place changed from Washington, D. C. to New Orleans.

**Ukiah Bcstg. Co., Ukiah, Calif.**—At request of counsel, passed over petition to amend application for CP to change from partnership to individual.

**Belleville News-Democrat, Belleville, Ill., and WTMV East St. Louis, Ill.**—Granted petition Belleville News-Democrat for leave to amend application to specify new trans. site and to reduce height of towers for proposed ant. system, and accepted amendment; denied motion of WTMV to strike above petition.

**WTOC Savannah, Ga.**—Granted extension of time to file exceptions and request for oral argument; time extended to Aug. 15.

**FCC Acting General Counsel**—Granted indefinite continued hearing now scheduled for Aug. 1 in re application of WOBS Jacksonville, Fla. pending action on pending petition for reconsideration and grant.

**FCC Acting General Counsel and WTRR Sanford, Fla.**—Granted continued hearing on application for assignment of license; hearing continued indefinitely.

**WBBB Burlington, N. C.**—Granted petition for leave to amend application to make slight change in operating currents and phases of proposed nighttime array; accepted amendment. Granted petition to take depositions.

**KRMD Shreveport, La.**—Granted continued hearing to Sept. 8.

**KIFI Idaho Falls, Idaho**—Granted petition to amend application to specify revised DA-N and change to non-directional D. DA-N, in lieu present request for DA-DN, and to provide detailed data relative to overlap of service areas of KIFI operating as proposed and petitioner's station KEIO Pocatello, Idaho, accepted amendment and removed from hearing docket.

**WHA Madison, Wis.**—Granted petition to intervene in proceeding upon application of Booth Radio Stations Inc., for CP at Grand Rapids, Mich.

**KFBC Cheyenne, Wyo.**—Granted petition to amend application to reduce the power requested nighttime from 5 kw to 1 kw, accepted amendment and removed application from hearing docket.

**News Publishing Co., Rome, Ga.**—Granted continued hearing on application to Oct. 4.

**Prairie Radio Corp., Lincoln, Ill.**—Granted petition to amend application to provide certain field intensity measurements and data relating to populations in interference areas; accepted amendment.

**Felix H. Morales, Houston, Tex.**—Granted petition to amend application so as to specify 1480 kc 1 kw D at Pasadena, Tex. in lieu of present request for 1510 kc 1 kw D only at Houston, Tex.; accepted amendment.

**FCC Acting Counsel**—Granted extension of time to file opposition to petition filed by Belvedere Bcstg. Co., Baltimore, Md., to Aug. 8.

**WTPS-TV The Times Picayune Pub. Co., New Orleans**—Granted request to dismiss application for additional time in which to complete construction of TV station.

**WJIM Inc., Lansing, Mich.**—Granted extension of time to file opposition to petition for reconsideration filed by Suburban Bcstrs., Jackson, Mich., in proceeding on application for renewal of license WJIM, to Aug. 8.

*(Continued on page 62)*


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## FCC Actions

*(Continued from page 60)*

**Decisions Cont.:**

**By Commissioner Jones**

**WFEC Miami, Fla.**—Granted continued hearing on application for mod. of CP; to Oct. 28.

**KGBS Harlingen, Tex.** — Amended application to make corrective changes in phase relationships for two towers in proposed ant. array; accepted amendment. By Examiner Bond.

**FCC Acting General Counsel** — Granted continued hearing on application of Chanute Bcstg. Co., Chanute, Kan. to Sept 15. By Examiner Cooper.

**FCC Acting General Counsel** — Granted indefinite continued hearing on application WLOK Lima, Ohio. By Examiner Cooper.

**WEBS Oak Park, Ill.**—Granted continued hearing to Sept. 12 on application for mod. CP. By Examiner Cooper.

**KPPC Pasadena, Calif., and Pomona Bcstrs., Pomona, Calif.**—Ordered hearing in proceedings in Dockets 9135 and 9395 be continued for further hearing to Aug. 22 at Washington. (By Examiner Cooper on July 28.)

**FCC Acting General Counsel** — Granted in part continued hearing on application WWST Wooster, Ohio, to Oct. 5. By Examiner Hutchinson.

**Hamtramck Radio Corp. and Atlas Bcstg. Co., Hamtramck, Mich.**—Granted petition requesting date for filing proposed findings and conclusions in proceeding be postponed until 30 days after date of Commission action on petition of Atlas for review by full Commission of action of Motions Commissioner on March 25 denying petition for leave to amend application. By Examiner Hutchison.

**International Bank for Reconstruction and Development and International Monetary Fund (complainants)** —Granted continued hearing in Docket 9372 (complainants vs. All America Cables & Radio, et al); to Oct. 3. By Examiner Resnick.

**Gila Bcstg. Co., Winslow, Ariz.**—Granted continued hearing on application to Sept. 7. By Examiner Resnick.

## August 2 Decisions . . .

**BY THE SECRETARY**

Granted remote pickup broadcast station licenses on regular basis, expiration date 8-1-52 subject to change in frequency which may result from proceedings in Docket 6651: KA-3853 (formerly WTVO) Area Lima, Ohio; KGA-372 (formerly WHMK) Hagerstown, Md.; KA-3854 (formerly WJEK) Area Hagerstown, Md.; KA-3855 (formerly KRLO) Area Colorado Springs, Col.

**WKEU Griffin, Ga.**—Granted license covering increase in power, install trans. and change in trans. and studio locations.

**WIBX Utica, N. Y.**—Granted license install old main trans. at present location of main trans. to be used for aux. purposes, with power of 250 w and employing DA-I.

**WHSF Madison, Wis.**—Granted license covering reinstatement of CP as mod., for new non-commercial educational FM station; Chan. 220 (91.9 mc) 114 kw 790 ft.

**KWGS Tulsa, Okla.**—Granted license new FM station; Chan. 213 (90.5 mc) 1.1 kw 350 ft.

**KICD Spencer, Iowa**—Granted CP install new trans.

Following were granted mod. CPs for extension of completion dates as shown: KRMD-FM Shreveport, La., to to 2-1-50; WBML-FM Macon, Ga., to 10-21-49; KFEQ-FM St. Joseph, Mo., to 2-15-50; WSPD-FM Toledo, Ohio, to 3-6-50; KRON-FM San Francisco, to 10-3-49; KUOM-FM Minneapolis, Minn., to 2-23-50; WKAX-FM Birmingham, Ala., to 11-1-49; WISN-FM Milwaukee, to 2-22-50; KDNT-FM Denton, Tex., to 12-4-49; KSBR (FM) San Bruno, Calif., to 2-16-50; WAGE-FM Syracuse, N. Y., to 2-18-50.

**WNAF Providence, R. I.**—Granted license new AM station 1290 kc 500 w D.

**Colorado Bcstg. Co. Inc., Area Pueblo, Col.**—Granted CP new remote pickup KA-3845.

**WYVE Wytheville, Va.** — Granted mod. CP for approval ant. and trans. location, and specify studio location.

**KICK Springfield, Mo.**—Granted mod of CP to change type of trans. and make changes in trans. equipment.

**WOHI East Liverpool, Ohio**—Granted mod. CP for approval ant. and trans. location, specify studio location, and change type trans.

**KREL-FM Baytown, Tex.**—Granted mod. CP for extension of completion date to 11-21-49.

**KICK Springfield, Mo.**—Same to 8-19-49.

**KMCM McMinnville, Ore.**—Granted license new AM station 1260 kc 1 kw D.

**Gulf Coast Bcstg. Co., Area Corpus Christi, Tex.**—Granted CP for new remote pickup KA-3834.

**Fairmont Bcstg. Co., Area Fairmont, Minn.**—Granted CP for new remote pickup KA-3833.

Following were granted mod. CPs for extension of completion dates as shown: WTVJ Miami, Fla., to 1-27-50; WOI-TV Ames, Iowa, to 11-14-49; WFNS-FM Burlington, N. C., to 2-10-50; WLPM-FM Suffolk, Va., to 10-28-49.

**KSD St. Louis, Mo.**—Granted license increase power, install new trans. and DA-N and change trans. location.

**WFEC Miami, Fla.**—Granted license new AM station 1220 kc 250 w D.

**KXOK St. Louis, Mo.**—Granted mod. license to make readjustments of DA-2.

**WLNA Peekskill, N. Y.**—Granted authority to reduce hours of operation on weekdays July through October from SR to SS 6:45 a.m. to 6:30 p.m. EST, and Sundays from SR to SS 7:15 a.m. to 6:30 p.m. EST.

**WFCB Dunkirk, N. Y.**—Granted mod. CP for extension of completion date to 2-15-50.

## Aug. 2 Applications . . .

**ACCEPTED FOR FILING**

**License for CP**

Request for license to cover CP new AM station: WPKE Pikeville, Ky.; KICK Springfield, Mo.

**Modification of CP**

Mod. CP new AM station for extension of completion date: KBKX San Antonio; KCHA Charles City, Iowa.

Mod. CP new FM station for extension of completion date: WASH Washington, D. C., to 2-3-50; WACE-FM Chicopee, Mass. to 1-1-50; WTBO-FM Cumberland, Md. to 3-1-50; KTOK-FM Oklahoma City to 11-29; WSPA-FM Spartanburg, S. C. to 12-2; WNAM-FM Neenah, Wis.; KCBS-FM San Francisco to 3-1-50; WEXI St. Charles, Ill.;

*(Continued on page 67)*

KDKA
PITTSBURGH
Selling to Six Millions
WESTINGHOUSE RADIO STATIONS Inc

# Production

**BILL BROWN,** formerly of WERC and WIKK Erie, Pa., has joined WHHH Warren, Ohio, as program director. He replaces **WILLARD DAUGHERTY,** resigned. **VIRGINIA KHOENLE** has been appointed advertising copy writer at station.

**JOHN W. RIDDER** has been named program director of WOHI East Liverpool, Ohio. Mr. Ridder has most recently been associated with WCSS Amsterdam, N. Y., and formerly was staff announcer at WENT Gloversville, N. Y. and WOLF Syracuse. WOHI expects to take the air in September.

Mr. Ridder

**MILTON LEWIS,** former announcer-salesman at WSUA Bloomington, Ind., has joined announcing staff of WXLW AM-FM Indianapolis. During past year, he was assistant professor of speech at Manchester College, North Manchester, Ind., where he also directed operations of campus station, WMIB. **C. WILLIAM HARRISON** has joined WXLW as continuity director and **SHIRL EVANS,** former music librarian at WIBC Indianapolis, who has been named program director. Mr. Evans has worked at WBOW Terre Haute, Ind., WSOY Decatur, Ill. and WMBD Peoria, Ill. He also was consultant for WFMU Crawfordsville, Ind.

**MARTIN BUSH,** former director-host of WEVD New York's *Sound Stage* and WGHF New York's *Washington Square Radio Players*, has joined WNYC New York as staff announcer.

**PAT ZIMMERLE** has been appointed program director of WWXL Peoria, Ill. Miss Zimmerle formerly was member of continuity department of KWK St. Louis, and traffic manager-writer at WTMV East St. Louis, Ill.

**JOHN E. HILL** has been appointed program manager for WWJ Detroit, and **MARY JO PETERSON,** formerly with NBC, will handle public service programs for station.

**CARLISLE STEVENS,** former program director and assistant manager at KFAC Los Angeles, has joined WGN Chicago as director.

**TOM McDONALD** replaces **LARRY SHEPARD,** resigned, on announcing staff at KAYX Waterloo, Iowa. Mr. McDonald previously was announcer at KCBC Des Moines.

**MARK SHEELER,** formerly with WPOE (FM) Elizabeth, N. J., has joined WJEJ and WJEJ-FM Hagerstown, Md., as disc jockey. He conducts *Blues Chaser Club*.

**BOB LARSEN** has joined staff of WEMP Milwaukee, Wis., as disc jockey.

**JIM HARDIN,** formerly of WBHF Cartersville, Ga., has become program director for WPDQ Jacksonville, Fla. **TOMMY TUCKER,** formerly with WDAK Columbus, Ga., has joined WPDQ as disc jockey. **HAROLD COHN,** has been appointed staff announcer at WPDQ. Mr. Cohn began his career with WDSR Lake City, Fla., and came to present position from WMBR Jacksonville.

**BUD COLLYER,** assistant to **BERT PARKS,** announcer on ABC's *Break the Bank*, will m.c. program during Mr. Parks' vacation.

**JOHN ALLEN SMITH,** former announcer for WLIB New York, and **VAN DARBY,** formerly with WEPM Martinsburg, W. Va., have joined announcing staff of WKNA Charleston, W. Va.

**ANNE ELLS,** formerly of CBH Halifax, has returned to that station after six months in production department of WNAC-TV Boston.

**JOHNNY THOMPSON,** singer on WJZ and WJZ-TV New York, is currently appearing in the Broadway show, *Miss Liberty*.

**SHELLY ROTHMAN,** formerly with WMGM WINS and WLIB all New York, has joined WTTT Coral Gables, Fla., as producer and music librarian.

**LAWRENCE PALEF** has joined announcing staff of CBO Ottawa. He is a graduate of Queen's U., Kingston, Ont., and Academy of Radio Arts, Toronto.

**ELWOOD STUTZ,** WIBG Philadelphia disc jockey, has new tune, "You're Telling Me," released on Jade label.

**JACK CARLYLE** has been named assistant traffic manager of CBL and CJBC Toronto.

**DICK BARNETT,** graduate of Stanford U., joins KNBC San Francisco as staff writer-producer.

**MEL STEWART,** former WHAT Philadelphia staff announcer and more recently disc m.c. at WNAR Norristown, Pa., has joined WIP Philadelphia's announcing staff as summer relief announcer.

**KEN WILSON,** announcer at KMBC Kansas City, Mo., is the father of a boy, Don Lowell.

**GAIL COMPTON,** m.c. of *Pet Shop* on WNBQ (TV) Chicago and assistant on farm programs packaged by Louis G. Cowan Inc., is the father of a boy Christopher.

**BILL VENELL,** announcer and writer for WHO Des Moines, Iowa, is the father of a boy, Gregory Grant.

**JOHNNY LUJACK,** star of ABC's *Adventures of Johnny Lujack* and Chicago Bears quarterback, is the father of girl, Mary Jane.

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MID-WEST FM Network will air series of four morning programs per day originating from Indiana State Fair, Sept. 1-9. WCSI Columbus, Ind., will originate all shows for the ten station FM network.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

# WOW FARM TOUR

## To Sponsor West Coast Trip

PLANS for the West Coast farm study tour for farmers in the area of WOW Omaha were fast being completed last week, according to reports from WOW which is sponsoring the tour through nine states, Canada and Mexico.

Governors, mayors, Chambers of Commerce and farm and industrial groups throughout the tour area have planned extensive festivities for the some 200 persons who are expected to take the 16-day tour, leaving Omaha by special train Sept. 15. Itinerary also includes visits to model farms, packing plants, reclamation projects and other places of interest from both farming and sight-seeing points of view.

WOW reported that as of Aug. 1 more than 150 farmers and their wives had signed for the trip which will cost a minimum of $435 each. Special deluxe train and accommodations are to be provided throughout.

Spokane, Wash., plans a civic reception and 12 hours of activities, including visit to Grand Coulee and nearby irrigation and power projects. Similar stops were reported for Salt Lake City, Portland, Seattle, San Diego and Los Angeles. At latter city the midwest farmers have been invited to participate in the Los Angeles County Fair and while there will be guests of Phil Harris and Alice Faye, radio-movie stars. Tour includes visits to radio and TV stations there as well as to movie studios.

WOW Farm Director Mal Hansen will present champion sow to deserving California 4-H Club member, gift of Nebraska Duroc Breeders Assn.

# WOV'S HARTLEY

## Speaks at N.Y.U. Workshop

IF RADIO is experiencing some troubles at the moment, it is not on account of television. ". . . It is on account of radio," declared Arnold Hartley, vice president and program director of WOV New York, speaking at the New York U. Summer Radio Workshop July 27. Mr. Hartley recalled his workshop lecture of five years ago. Then, he said, "Everybody was rolling in revenue, and, in any case, there were only 800-odd radio stations to lure the audience instead of almost 3,000. Today, the average broadcaster must make up his mind about what particular kind of audience he wants if he is to survive."

The independent stations that are progressing today, he pointed out, are those that specialize. Specialization, he added, will be radio's salvation. "No one will want to predict that television can't touch the specialized audience—but it's going to be a lot harder to touch, and take a lot more time," Mr. Hartley concluded.

## First 15 Program Hooperatings—July 30 Report

| Program | No. of Stations | Sponsor & Agency | Hooper | YEAR AGO Hooper | +or— | Pos. |
|---|---|---|---|---|---|---|
| Walter Winchell (Orig. bcst. 15.0 Added by 2nd 0.5*) | 274 | Kaiser-Frazer (Weintraub) | 15.5 | 13.9 | +1.6 | 1 |
| Horace Heidt | 162 | Philip Morris (Biow) | 10.5 | 9.6 | +0.9 | 4 |
| This Your F.B.I. | 264 | Equitable Life Assurance Society of U. S. (W&L) | 9.8 | 8.6 | +1.2 | 8 |
| Stop the Music (8:00-9:00) (8:00-8:15, 6.0) (8:15-8:30, 10.3) (8:30-8:45, 12.3) (8:45-9:00, 10.6) | 182 | P. Lorillard (L&M) Eversharp, Inc. (Biow) Speidel Co. (C&P) P. Lorillard (L&M) | 9.8 | 10.3 | —0.5 | 3 |
| Mr. Keen | 149 | Whitehall Pharmacal (D-F-S) | 9.1 | 6.9 | +2.2 | 15 |
| Lovella Parsons | 260 | Andrew Jergens (Orr) | 8.5 | 8.7 | —0.2 | 7 |
| Our Miss Brooks | 152 | Colg.-Palm.-Peet (Bates) | 8.4 | — | — | — |
| Take It or Leave It | 164 | Eversharp (Biow) | 8.1 | 10.9 | —2.8 | 2 |
| Crime Photographer | 149 | Toni Co.-Div. Gillette (FC&B) | 8.0 | 8.2 | —0.2 | 10 |
| Adv. of Sam Spade | 171 | Wildroot Co. (BBDO) | 8.0 | 6.6 | +1.4 | 18 |
| Mr. District Attorney | 160 | Bristol-Myers (DC&S) | 8.0 | 8.5 | —0.5 | 9 |
| Drew Pearson | 262 | Frank H. Lee Co. (Weintraub) | 7.9 | 5.2 | +2.7 | 37 |
| Mr. Chameleon | 138 | Sterling Drug (D-F-S) | 7.8 | 4.9 | +2.9 | 44 |
| The Fat Man | 217 | Norwich Pharmacal (Gumbinner) | 7.6 | 8.7 | —1.1 | 6 |
| Curtain Time | 145 | Mars Inc. (Grant) | 7.5 | 3.2 | +4.3 | 74 |

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

# WATL VS. AFRA

## FCC To Call For Station Answer to Union

FCC WAS PREPARING last week to call upon WATL Atlanta, Ga. for its answer to the American Federation of Radio Artists' claim that its AM and FM licenses should be revoked for alleged violations of labor laws and FCC rules and regulations [BROADCASTING, Aug. 1]. This is customary FCC procedure on complaints.

The union, whose Atlanta local has been on strike at WATL since Jan. 1, filed its petition Monday charging that WATL Owner J. W. Woodruff, doing business as Atlanta Broadcasting Co., "has manifested a flagrant disregard for government regulations designed for public protection."

AFRA told FCC that the National Labor Relations Board had to go to court to force WATL to comply with a labor board order in a case involving Announcer Lawrence J. Mellert; that the station refused to bargain with AFRA following expiration of its contract in May 1948 and has refused also to bargain with International Brotherhood of Electrical Workers, and that these matters are now awaiting an NLRB field examiner's report following hearings in May; that WATL is "frequently off [its] directional pattern"; "puts out spurious emissions"; has lacked adequate plumbing facilities at the transmitter, and has failed to meet FCC programming "standards."

Signed by A. Frank Reel, national assistant executive secretary of AFRA, the complaint said the request for revocation is not "an attempt to use the offices of the Commission to obtain a strike settlement" but will be pressed regardless of the outcome of the labor dispute.

Although counsel for the station reserved formal comment pending receipt of a copy of the complaint, spokesmen had told BROADCASTING that WATL has observed all legal processes in the labor dispute and that, with respect to technical operations, the station had complied with any citations received from FCC.

# Plans 'Hall of Fame'

RADIO PIONEERS Club, whose members have all worked in radio for 20 years or more, is considering the establishment of a "Radio Hall of Fame" with annual citations to individuals making outstanding contributions to broadcasting. William S. Hedges, NBC vice president and RPC president, has appointed a committee on awards to formulate recommendations for the project. Committee comprises: Mark Woods, ABC president, chairman; H. V. Kaltenborn, NBC commentator, vice chairman; Walter Evans, president, Westinghouse Radio Stations Inc.; William S. Paley, CBS board chairman; O. B. Hanson, NBC vice president; Lowell Thomas, CBS commentator.

# WPAY HONORED

## By Soup Firm for Promotion

WPAY Portsmouth, Ohio, has been honored by the Campbell Soup Co. for promotional activities in connection with two CBS Campbell-sponsored programs, *Club 15* and Edward R. Murrow's news show. WPAY won a contest in which it did not know it was entered, according to Gerald F. Boyd, station manager. There was no knowledge of an award as a special incentive.

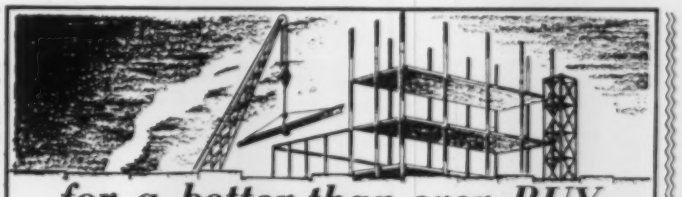
John G. Hoagland, supervisor of radio programs for Campbell, writing to Mr. Boyd, said in part: "Of course, we appreciate the cooperation we receive from all stations, but we felt we'd somehow like to say a special 'thank-you' to the stations whose promotions were really outstanding. So 'Thank you very much,' Mr. Boyd, and please express our thanks to your Ann Evans [WPAY promotion and merchandising] for her splendid support."

*L to r: Franklin Torrence, of Campbell Soup Co., Miss Evans and Mr. Boyd.*

* * *

The soup firm sent WPAY one of its new Campbell Counter Kitchens with two cups for heating ready-to-serve soups and two cases of Campbell's new individual service soups.

FORMER PRESIDENT Herbert Hoover's 75th birthday speech will be aired on KNBC San Francisco, Aug. 10, from Stanford U. campus.

*for a better-than-ever BUY*

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

**5,000 w AM 50,000 w FM**
1390 KC 105.1 MC

**WFMJ**
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

***BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.***

## Help Wanted

### *Managerial*

**General manager** for long established New England organization, experienced in personnel supervision and technical end of broadcasting. 1st phone license and teaching ability preferred, mature, responsible. Send details, references and interview availability. Box 92c, BROADCASTING.

### *Salesmen*

**Salesman for 5 kw** network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America's finest communities. Send particulars and photo to Box 801B, BROADCASTING. Replies held confidential.

**Local salesman.** For station established fifteen years. NBC affiliate in competitive midwest market. Aggressive man. No pressure boys, but good, hard sales ability for good salary and commission only. Send all facts, background, ability, sales record, references and date available. Box 11c, BROADCASTING.

**Experienced salesman** for 10 year old 250 watt NBC affiliate southeastern city, approximately 150 thousand population. 30 to 40 years old with complete knowledge of sales and servicing, must be neat and sober. Salary plus basis. Send photograph complete information and references in first letter. Confidential. Box 108c, BROADCASTING.

**Wanted, salesman.** Experienced for 250 watt fulltime independent going on air in September. Ohio market with good opportunity for right man. Drawing account and commission. Reply to Box 110c, BROADCASTING.

**Management** potential for salesman that can demonstrate ability. Four station chain in southwestern market. Sobriety prime requisite. Box 126c, BROADCASTING.

**Salesman.** Experienced in sales and programming. Excellent opportunity for sincere person in new 1 kw station with metropolitan of 196,000. Box 135c, BROADCASTING.

**Sales** representative looking for right man with executive qualifications. Salaried position offers excellent future with top organization. NBC affiliated, in nice-sized, prosperous eastern community. State background, experience, references. Box 140c, BROADCASTING.

**KHMO, Hannibal,** Missouri, 5000 kw on 1070 kilocycles, has an opening in sales department for an aggressive salesman. No get-rich-quickers wanted. If you are a floater don't apply. This is a sound, steady job. We want a man who will stay and grow with the station and the billings. Write complete information, present employment, experience, earnings for past three years and how soon available to Wayne W. Cribb, General Manager, Radio Station KHMO.

**Radio time** salesman. We need man with experience, proven sales record small station in vicinity who wants to advance. Salary and commission. Contact Herbert Peterson, KSTT, Davenport, Iowa.

**Salary and commission** salesman to work with our regular man. City of 50,000. NBC 250 watts. Two other 5,000 watt stations. Must be experienced in radio sales work and producer with good references. KXLK, Great Falls, Montana.

**WBUY, Lexington, N. C.** can use experienced, sober, hard hitting advertising salesman. Permanent, good remuneration. Mail references full particulars first letter.

### *Announcers*

**Need** thoroughly experienced sports man. Must have heavy football play-by-play experience and straight announcing. Excellent position. Disc of play-by-play, photo, resume must accompany first letter. Box 90c, BROADCASTING.

## Help Wanted (Cont'd)

**Experienced** personality announcer. Must have thorough knowledge latest recordings, etc. Good on adlib. Send disc and full particulars first letter. Box 98c, BROADCASTING.

**Oklahoma** small market independent wants experienced announcer with first class ticket. Permanent. Starting salary $250. Box 109c, BROADCASTING.

**Immediately**—Combination man. Emphasis on announcing. Will consider someone with little experience, but good voice and willingness to learn. Send disc, background, salary expected to Box 111c, BROADCASTING.

**Wanted.** Versatile, experienced announcer with adlib ability. Prefer Carolinas man. Write Box 67, Hickory, N. C.

**Combination** announcer-engineer. Must have clear listenable voice and definite ability with commercial copy. If you are a capable announcer with a first class ticket send disc and letter stating experience and salary demands to KHIT, Lampasas, Texas.

**Wanted**—a paragon. WAIM, Anderson, S. C., wants experienced combination man who has a good voice and knows how to do first class announcing job and well grounded in engineering, not just somebody with a ticket. Station demands topflight work and is able and willing to pay for it. Up to $70 starting pay with insurance and bonus. Write or call WAIM, Anderson, S. C.

### *Technical*

**Wanted by September 1.** Operator-announcer by Kansas fulltime 250 watter. Good pay, excellent conditions, college town. Box 84c, BROADCASTING.

**Wanted**—Chief engineer for 250 watt station in Georgia. Must be able to announce. Write or wire with complete data to Box 105c, BROADCASTING.

**Combination chief** engineer-announcer. Attractive proposition for thoroughly experienced, dependable man. Must be qualified both engineering and announcing fields. North Carolina network station. Disc, snapshot full details first letter. Box 121c, BROADCASTING.

**Chief engineer** and control engineer for eastern Pennsylvania network affiliate. Forward full details and salary requirements to Box 154c, BROADCASTING.

### *Production-Programming, others*

**Wanted.** Topflight continuity director for one of largest regional network affiliates in midwest. Must be experienced all types of copy, including farm and mail. Must be able to direct department and have knowledge of traffic and production. Excellent starting salary with plenty of advancement opportunity. Give complete details including references and samples in first letter. Box 942B, BROADCASTING.

**Wanted.** Experienced copywriter qualified also for handling woman's shows on the air. Write Hal King, Manager, KHBG, Okmulgee, Oklahoma.

## Situations Wanted

### *Managerial*

**Manager**—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

## Situations Wanted (Cont'd)

**Sales manager-salesman.** Employed. Experienced. Dependable. Desires permanent position with progressive station in market with good potential. Box 911B, BROADCASTING.

**Someone** needs these qualifications for management of 250 watt station. Sales, copy, program experience. Good announcer. Hold 1st phone license. Six years diversified work in several stations. No self-proclaimed genius but willing newcomer with ideas and plenty of effort to expend. Vet, 29, family. We're a cinch to get together on salary. Available two weeks notice. Go anywhere. Box 19c, BROADCASTING.

**Manager,** superior qualifications. Can combine programming, sales and management. Desire situation in difficult market. Box 35c, BROADCASTING.

**Manager,** program manager. Will you exchange opportunity build productive future in your organization for 12 years experience affiliates, agencies, network program executive? Permanent situation with challenge, not location, only prerequisite. Box 102c, BROADCASTING.

**Commercial manager.** Young, aggressive, four years proven sales record. Best references. College education. Available immediately. All inquiries answered by telephone immediately. Wire Box 122c, BROADCASTING.

**Manager.** If you own a 250 watter in small or medium midwestern town and you want your station to make money and be a factor in community life, I'm your man. Several years successful sales and management experience. Can combine station and sales management and sell local as well as national. Now employed. Box 157c, BROADCASTING.

### *Salesmen*

**Three years** of sales experience. Former announcer, network trained. College man, also two years of law school. Has necessary initiative, personality and knowhow. Capable of handling publicity and promotion. Finest references. Available immediately. Box 95c, BROADCASTING.

**High caliber** man, 17 years experience in management, sales, programming. Will accept traveling job for transcription or other company which sells to broadcasting stations. Available September 1st. Dependable, sober, excellent references. Box 99c, BROADCASTING.

### *Announcers*

**Disc jockey, singer,** western and hillbilly. M. C. for live jamboree show. Eleven years experience. Play guitar, bass, sing any part in trio. Fine mail pull commercial man, sober, reliable. Send record, photo, go anywhere. Box 929B, BROADCASTING.

**Experienced announcer.** Staff, sports. Available immediately. **Box 944B,** BROADCASTING.

**Sportscaster** with two years experience. University degree, radio advertising. Vet., 24. Consider all offers. **Box 954B,** BROADCASTING.

**Experienced newscaster.** Double sports, sales, programming. College degree. Permanency desired. All offers considered. Box 955B, BROADCASTING.

**G.I., two years** experience, major in speech. Desires position with radio station for all-round announcing work. Limited experience, but willing to learn. Will travel anywhere. Salary not important. Box 985B, BROADCASTING.

**Sports announcer.** Experienced high school, college football and basketball play-by-play. Presently employed, seeking advancement, Box 18c, BROADCASTING.

**Sportscaster.** 13 years experience. Available for start of football season. Play-by-play football, basketball, golf, tennis, baseball. Recreations football, baseball, horse racing. Top sportscast. Prefers large market with TV future. Box 37c, BROADCASTING.

**Announcer experienced.** Desires position with northeastern station. Knows board. Available for personal interview. Good voice. Box 38c, BROADCASTING.

## Situations Wanted (Cont'd)

**On the loose.** Announcer 6 years experience staff play-by-play, news. Resigned as P.D., asst. manager. Want announcing. No discs available but superior recommendations. Consider all reasonable offers. Box 43c, BROADCASTING.

**Serious minded** university graduate. Reliable, loyal. Knows console. Writes copy. Need job. Anywhere. Disc, photographs, copy ready. Write Box 73c, BROADCASTING.

**Experienced announcer.** Sports and news work preferred, well qualified for disc or other adlib features. Married, dependable, sports writing experience. Presently employed. Box 91c, BROADCASTING.

**Experienced sportscaster.** Presently employed. Desire chance at play-by-play with progressive sportsminded station. Experienced staff announcer, D.J., musical director, operate board, married, 27. Vet, hard worker. All offers carefully considered. Box 93c, BROADCASTING.

**Announcer,** radio training 2 years. Excellent deep voice, pleasing style and selling power. Want initial break to get needed experience. Excelling in commercial copy, newscasting. Can handle all sports. Know control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 94c, BROADCASTING.

**Top sportscaster** and special events announcer, AM and TV, in New York City. Seeks good play-by-play spot. Box 96c, BROADCASTING.

**Announcer** with first phone now employed desires location near NYC as announcer or combo man. Diversified experience. Present salary satisfactory. Box 100c, BROADCASTING.

**A really competent** newscaster is looking ahead to quality AM or TV. Newspaperman. Five years. Radio newsman, four. Distinctive voice, delivery, rewrite. Family, nondrinker, college graduate, highly recommended, disc, picture, resume. Box 10.c, BROADCASTING.

**Announcer,** young, single. Good selling voice. Graduate leading announcer's school, Radio City. Can handle full stint commercials, news, etc. Strong on DJ shows. Will travel, disc available. Box 107c, BROADCASTING.

**Announcer** desires middle Atlantic states location. Some announcer-operator experience. Box 114c, BROADCASTING.

**Announcer,** two years experience. Graduate NBC, N.U., Summer Radio Institute. Box 116c, BROADCASTING.

**Announcer,** 2 years experience, all phases. Writes continuity. University graduate. Anywhere. Box 119c, BROADCASTING.

**Five years** experience as rated commercial announcer and DJ. Not of the zany variety. Box 123c, BROADCASTING.

**Sports announcer.** Ten years play-by-play, outstanding Hooper sportscasts. Box 128c, BROADCASTING.

**Experienced** announcer, sportscaster, 23, single, college background. Desires position with progressive station. Have handled some traffic, copy books, music, servicing. Bonafide reason for leaving present job. Have letter of recommendation. Box 129c, BROADCASTING.

**Hillbilly** and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 131c, BROADCASTING.

**Experienced** play-by-play sportscaster, hockey, football, basketball and baseball. Available after September 1st. Box 124c, BROADCASTING.

**Ambitious** program director, experienced both rural and metropolitan areas, wants real opportunity west or southwest. Experience all types announcing, selling. Now eager for position offering professional and financial advancement, possibly program director position combined with assistant manager. Considered conscientious, reliable. Best personnel relations staff and sponsors. Well-liked in community. Can produce. Prefer some airtime for specialty programs and newscasts. Presently employed. Disc, details, copies references on request. Box 133c, BROADCASTING.

## Situations Wanted (Cont'd)

**Experienced** sports and news announcer wishing to change markets. Now with 5000 watt network station. Will send disc. Box 136c. BROADCASTING.

**Announcer.** Stations looking for miracles, need look no further. Stations looking for announcer who is hard working with pleasing voice, are the stations I am interested in. Who will offer experience plus a chance to break into radio. Highly recommended leading radio school. Will travel anywhere. Box 139c. BROADCASTING.

**Announcer,** single, 22, two years extensive training leading Chicago radio college. Versatile, conscientious, desires connection with progressive station. Prefer eastern territory. Box 143c, BROADCASTING.

**Experienced** announcer, strong on news and play-by-play. Sports. No floater. Available Aug. 15. Box 144c. BROADCASTING.

**Announcer,** musical director, sports editor, copy. Operate board, married, 25. Available immediately. Box 145c, BROADCASTING.

**Excellent** announcer, experienced, production-wise, former program director. Box 146c. BROADCASTING.

**Graduate** School Radio Technique, practical training in announcing DJ shows, interpretation, all types of commercial copy, newscasting. Good voice. Box 148c. BROADCASTING.

**Young, married** veteran, college graduate. Announcer, AFRS, FM, experience. Can write copy and run board. TV or radio. No old dog. Prefer New England or east of Chicago. Box 149c, BROADCASTING.

**Experienced** announcer, merchandisable personality plus solid background. Excellent recommendations. Box 151c. BROADCASTING.

**Announcer** thoroughly trained, partially experienced, personality voice. Will work as record librarian to study fulltime operation and get a chance. Disc, photo. Will answer all replies. Box 298, Carlisle, Pennsylvania.

**Staff announcer,** 24. Single, reliable, college BA in speech. 1½ years independent and network experience, operate console. Will travel anywhere. Excellent references. Jack Edwards, 11402 Superior Avenue, Cleveland 6, Ohio.

**Combination** announcer-engineer will consider position anywhere. Available immediately. Wire, phone, or write George Kregotis, 2701 Dodge St., Omaha, Nebraska. Harney 3952.

**Experienced** free lance and staff announcing, continuity writing, acting. Northwestern U. training. Available immediately. Will travel. Single. Chuck Jacobson. 3346 W. Berteau, Chicago 18.

**Two announcers** available immediately. Experience in all phases of broadcasting. 2½ years at sportscasting, sales, continuity, newscasting, all special events coverage, dj shows, chief announcer and program directing. Music directors, anything and everything in broadcasting. Desire same station. Send all replies to James M. Martinson, Box 248, Anaconda, Montana.

**Excellent voice.** Know console. Some experience. Single and sober and definitely reliable. Audition and photo prepared. Wire or write Tyrea, General Delivery, Reno, Nevada.

**Victim** of circumstances. Top announcer six years experience commercial, sports, news, disc shows. Not radio school amateur. Lost out when KWGD, St. Louis sold. Available immediately, anywhere. Jack Warnick, 7201 Northmoor, St. Loius, Mo.

### *Technical*

**Engineer,** 16 months experience, also announcing. Desires midwest area. Married, car, 25. Available immediately. Box 731B, BROADCASTING.

**Vet. First class phone. Graduate of R. T. I.** Good knowledge of radio, TV, music. Willing to work hard. Will travel anywhere. Box 763B, BROADCASTING.

**Managers** and station owners are invited to correspond with a presently employed chief engineer of a 1000w daytimer with the idea in mind that said engineer might switch. Interested in Rocky Mountain states. Box 775B, BROADCASTING.

## Situations Wanted (Cont'd)

**Experienced** chief engineer want to settle down permanently in Arkansas-Missouri-Oklahoma area. Some announcing, also play-by-play football and basketball. Sober, reliable, hard worker. Two weeks notice to present employer required. Excellent references, disc, photo on request. Box 15c, BROADCASTING.

**Engineer.** Experienced control room and transmitter. Presently employed. Available on two weeks notice. Box 32c, BROADCASTING.

**Four years experience,** transmitter, c-r, remotes, recording. Young, serious. Most locations considered. Box 44c, BROADCASTING.

**Engineer,** experienced up to 50 kw, married, car, available immediately. Box 59c, BROADCASTING.

**Broadcast technician** now employed, looking for position with progressive station contemplating television. My several years experience as motion picture technician would make me particularly adaptable to telecine' operations. Experience in control room, transmitter, remotes etc. In addition to recording studio and 16mm motion picture production work. Over a year and a half at present location, best of references. Don't drink or smoke, consider any location. Box 64c, BROADCASTING.

**Chief engineer.** Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

**Recent CREI TV** graduate, 6 years broadcast transmitter experience, AM-FM, 250 w to 50 kw. Age, early thirties, own car. Have small family. Settle, sober, hardworking. Associate IRE and willing to accept considerable responsibility. Presently employed southeastern USA. Desire change same area. Box 97c, BROADCASTING.

**Engineer** degree license 10 years experience, 7 as chief. Box 101c, BROADCASTING.

**Five years** engineer, first class. Without car. Box 104c, BROADCASTING.

**Engineer** with $5000 to invest station in Colorado, New Mexico, Kansas, Oklahoma or Texas. Twenty years experience AM, FM, TV. Box 117c, BROADCASTING.

**Does your** station have a ladder for me to climb? How many steps? B.S. Degree in engineering, first phone, young and single, definite announcing potential, best of scholastic and employment references. Long on theory, short on experience. You help me up the first step and I'll do the rest. Strong aversion to short ladders. Box 118c, BROADCASTING.

**Chief engineer,** midwest 1000 or 250 watt station. College graduate, wide experience, presently employed. $85. Box 127c, BROADCASTING.

**Engineer.** First phone, RCA training, two years experience. Most locations considered. Box 130c, BROADCASTING.

**Engineer-announcer.** Accent on announcing, 25 years, married, vet, experienced. Best on DJ shows. Educated, currently employed. Best references. Box 138c, BROADCASTING.

**First phone,** first telegraph. A amateur, DeForest graduate. Maritime radar electronics graduate. Shipboard and airline experience desires settle in broadcast work. Have car, will travel but prefer midwest. Reliable and industrious. Box 141c, BROADCASTING.

**First class** phone license. Vet, 25, married. No children. Willing to travel. Box 150c, BROADCASTING.

**Experienced** engineer, installation, maintenance, control, recording. Graduate Capitol Radio Engineering Institute, one other school. All licenses, ham. Permanent position. East. Box 153c, BROADCASTING.

**Young,** inexperienced 1st phone man desires position in midwest or central U. S. broadcast station. Vernon Heman, Stacyville, Ia.

**Engineer,** experience in FM-AM, 1st phone, 2nd telegraph, class A amateur. Available immediately. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

## Situations Wanted (Cont'd)

**First phone** man desires position as engineer-announcer. References and disc will be forwarded on request. Albert C. Koneeny, 559 S. 26th St., Omaha, Nebr. Phone JA 3122.

**Engineer.** Experienced transmitter, remotes, control, maintenance and installation, 27, married, car. Will travel if position warrants. Duncan Mackiernan, 188 Main Street, Rocky Hill, Conn. Tel. 9-5735.

**Engineer** 1st phone. Radio school graduate. Inexperienced. Single. Any location or will travel. Gary Marco, Wesley, Iowa.

**Have first** phone. Just completed 8½ months of school. Young and ambitious, willing to work hard for start in broadcasting. L. E. Parman, Elgin, Kansas.

**Engineers available.** All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 N. State St., Jackson, Mississippi.

**Transmitter operator.** Four years broadcast experience. Thirty. Single. Would like to discuss your requirements. Location relatively unimportant. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

### *Production-Programming, others*

**Capable, college educated,** well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington, D. C. station. Box 795B, BROADCASTING.

**Musical assistant.** Seven years experience. Conduct, arrange, sing, scripts, announce. Family man. Box 8c, BROADCASTING.

**For hire.** The poor man's Henry Morgan. For disc or tape write Box 112c, BROADCASTING.

**A-1 newscaster**-writer-reporter, 29, complete theoretical and practical background, newspaper and radio. Proven record commercial newscasting-writing-reporting with leading news station, local and regional newsgathering. Best references, family man, superior education, available August 15th, finishing year graduate study with journalism MA. Background shows leadership, executive ability, willingness to work. Community-minded. Want to settle permanently if possible. Can help handle audience measurement problems and station editorial policy. TV potential, good appearance, friendly, resonant voice, capable ad-libber. Consider all offers. Box 28c, BROADCASTING.

**New York state-New England.** Five years experience. News editor. Announcer. Script writer. Available after August 12. Box 67c, BROADCASTING.

**Top program** director and production man, proven results in previous stations. Prefer new station. Will work on short trial basis to prove my ability to you. Box 125c, BROADCASTING.

**Five years** experience as program director, newsman, disc jockey and special events. Excellent knowledge of classical music, both operatic and symphonic. Read German, French, Italian and Spanish with varying degrees of fluency. Best of references. Box 132c, BROADCASTING.

**Women's editor.** Thoroughly experienced in copy, continuity, broadcasting. University journalism graduate. Have written well-known network woman's program. Presently employed. Disc available. Box 134c, BROADCASTING.

**Need loyalty?** Devotion and talent? Presently ensconced in a metropolitan N. Y. station. One top mail pull, solidly selling D. J. who's versatility is his pride. From church program to a band remote in one minute. Married, 3 children, college grad. Console operation as fast as anyone. New York, Connecticut, New Jersey, fans galore. Like the big town. Want to stay in vicinity. Mentions in all top columns and trade papers. Box 137c, BROADCASTING.

## Situations Wanted (Cont'd)

**Combination** man. Writer, programming, production, general versatility, TV and radio. Box 142c, BROADCASTING.

**Producer-director** for radio and/or TV. Six years experience in commercial and educational radio. Four years producer-director for the Ohio school of the Air. BA and MA in radio and theatre. Some network experience. Produced and directed movies for TV. Have acted professionally. Also experienced in continuity writing and announcing. Box 147c, BROADCASTING.

**Program director,** experienced in construction, reorganization, training personnel. Presently employed eastern metropolitan fulltime independent. Box 152c, BROADCASTING.

**College graduate,** two years experience all phases with network and independents desires position with production minded aggressive station. Have announced and produced all types of programs. Operate console. Pleasing voice and style that sells. References. Personal interview 200 miles radius of New York. Box 156c, BROADCASTING.

**Wanted.** Position in broadcasting field. have had no experience. Age 19. Write or wire Elmore Haney, Bureau, Ill.

**Station** manager's enthusiastic letter tells my story. Journalism grad, 250 experience, report, write, edit broadcast news. Box 617B, BROADCASTING.

# Television

### *Salesmen*

**Harvard man,** infinitely discreet, ultimately restrained, fantastically gentlemanly, wants job as an on-the-job trainee salesman with a television station. Box 113c, BROADCASTING.

### *Production-Programming, others*

**Young newsman** wants TV news job or AM job with TV future. Experienced all phases newsgathering, reporting, broadcasting, top news station. Newspaper reporting, editing and photo experience. Top references, married, presentable, ad-lib good voice, journalism MA. Box 29c, BROADCASTING.

**Assistant** director, mid-twenties, with New York summer theatre seeks fall position television production staff. Four years AM experience. Degree from major university. NBC television training. Familiar various areas of country. Opportunity to apply experience and ability and learn from others more important than glamorous salary or title. References. Box 155c, BROADCASTING.

## For Sale

### *Stations*

**FM radio station for sale.** Either as operating station or equipment separately. This station has two-acre site, nice transmitter building; equipment has been used less than two years. Below are listed major equipment items: GE FM broadcast transmitter exciter model 4BT1A, 3 kw amplifier model. Station monitor GE type 4BM-1-A. Limiting amplifier GE type 4BA-3-A. REL FM broadcast receiver model 646. Console 25B speech input equipment. Western Electric. 3 Western Electric 109 type reproducers, complete, 5 spare 9A reproducer heads. 3 Robinson turntables. 1 audio oscillator, Hewlett Packard model 201B. 1 distortion analyzer Hewlett Packard model 325B. 1 vacuum tube testing equipment model 798 Weston. 1 Western Electric remote amplifier model 22D. 6 Western Electric 639A cardioid microphones. 5 Western Electric 633A salt shaker microphones. 1 Rek-O-Kut 16-inch recorder model M5 w/Webster head. 275' Truscon self-supporting tower. 4 bay GE antenna type BY4A complete with baluns, matchers and trombones. Co-axial cable. Andrew 1⅝"—51.5 ohms. 19 straight lengths. 2 expansion joints. 5 right angle bends. 1 45° bend. Gas inlet couplings, gauges, clamps, etc. Audio rack. 1 GE utility amplifier. 1 GE line equalizer. 1 GE line level indicator. New tubes—unused. 2 GE GL7D21. 2 GE GL5D24. 4-250's. 2 RCA 829B. 1 RCA 815. 1 GE phasitron. Used tubes. GE GL7D21's. Eimac 4-250A's, 815's, 829's. For further particulars address Daily News Publishing Co., Beloit, Wisconsin.

*(Continued on next page)*

## For Sale (Cont'd)

**California 250 watt** fulltime station for sale. Reasonable price and generous terms to the right party. Located near San Francisco Bay area. Prosperous and growing community. Box 786B, BROADCASTING.

**One kw daytime** station in southeast for sale. Network affiliated. Paying about 20% based on sale price. Write Box 76c, BROADCASTING.

**For sale.** 250 watt fulltime, local independent station in one station town. Southeast. Write Box 77c, BROADCASTING.

**For sale.** Two stations. One kw daytime and one 250 watts local. Available together or separately. Write Box 78c, BROADCASTING.

**New Mexico** network outlet in town of 10,000. $10,000 in real estate included. Sales price, $45,000. Box 103c, BROADCASTING.

**C-Permit;** no station in industrial-agricultural city 20,000; retail area radius 30 miles 400,000 population. James Coston, 748 Nellie Avenue, Florence, Alabama.

*Equipment, etc.*

**For sale. Brand new** Gates modulation monitor, MO2639, never hooked up. $260. FOB. Box 973B, BROADCASTING.

**Recording studio,** well known, profitable Times Square vicinity. $5000 net profit per year. One man operated, will teach. Required $4000 cash—balance terms. Box 83c, BROADCASTING.

**2 Brush** BK403 good working order for 7½ and 15" per second recording. 500 in—500 out. Suitable for broadcasting use. Cost $385. Make best offer. 1 Brush BK403—3 and 3¼ and 7½" per second same as above except no 15" per second wheel. Box 88c, BROADCASTING.

**Wanted.** Approved monitor. State make, price and condition; also standard limiter amplifier. Box 120c, BROADCASTING.

**For Sale. 5 kw Western** Electric modified 5-C transmitter complete with tubes and 100% spares. In good operating condition. $1,000 FOB. Tacoma, Washington. First check buys it. Radio KMO, Box 1651, Tacoma, Washington.

**FM**—Complete equipment to begin 250 watt FM operation. Includes REL model 549A-DL transmitter, 600 R frequency monitor, 600 AMPR monitor amplifier, 623R program amplifier, 643R pre-emphasis unit, 641R power supply, Andrew folded quadrupole antenna, 200 foot Lehigh self-supporting tower, 325 feet RG/20-U coax. Total cost new over $7500. Has given completely satisfactory service for 28 months. Bargain. We are going to 3 kw approximately October 1. Will sell either equipment or tower separately. Write Ted Bailey, Chief Engineer, WJBC, Bloomington, Illinois.

## For Sale

**Truscon H-30** 286 foot self-supporting tower will support FM or TV antenna, brand new, never erected, complete with insulators, A-3 lighting. All hardware and base reinforcement steel. Cost $10,500. Will consider all offers. WHHH, 2nd Nat'l Bank Bldg. Warren, Ohio.

**Western Electric** 310-B, 250 watt transmitter, 715' self-supporting Bethlehem steel tower, WE tuning unit. Very reasonable. McClung Broadcasting Stations, Merced, California.

## Employment Service

**Immediate openings** 56 positions all types in every state also for men-women with 1st phone willing to announce. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

## Help Wanted

*Managerial*

COMMERCIAL MANAGER needed to head sales staff of 250 watt fulltime station in midwestern city of 25,000. In operation six months, this is the only station in this area. You need not apply if you are not over 35 years of age, married, sober, experienced in sales management and willing to live in a small town. This is a fine opportunity for the right man. Attractive financial arrangement. Contact "Tiny" Joe Jordan, General Manager, Radio Station WSAL, Logansport, Indiana immediately.

*Technical*

CHIEF ENGINEER

**Capable assuming full charge.** Also transmitter engineer. Kilowatt station. Raytheon equipment. Best working conditions. Excellent opportunities. Send full details including experience, salary desired and references. Bill Humbert, Gen. Mgr. Radio Station KVMA, Magnolia, Arkansas.

*Production-Programming, others*

*SCRIPT WRITER*

50 kw network affiliate in major midwest city needs an experienced, all-round script writer for AM and TV shows of all types, including network originations. Emphasis on musical and dramatic shows. Permanent job for person desiring to live in midwest. Send full details on experience, salary requirements, references and recent photo to

BOX 40c, BROADCASTING

## Situations Wanted

*Production-Programming, others*

*PROGRAM-PRODUCTION DIRECTOR*

Efficient supervision of all creative departments.

Will build profitable programs, organize compact production and promotion unit, give clients effective agency service. Sober, reliable, hard worker. Excellent background.

BOX 138C, BROADCASTING

# FCC HIT

### By Howell on Editorializing

RELAXATION by the FCC of the ban on editorializing is "a weak step in the direction of freedom of expression," Rex Howell, owner-manager of KFXJ Grand Junction, Col., told the U. of Denver's third annual Radio Clinic. Mr. Howell is a member of the NAB Legislative Committee.

The FCC's ruling is "interwoven with gobbledygook" and leaves broadcasters' rights still in a muddle, he added. The FCC has placed itself in the "unenviable position of having to pass on the 'fairness' of any station's editorial policy," he said.

"In doing so the Commission again demonstrates the danger of establishing policy through the use of dicta. The difference in viewpoint that exists within the Commission itself proves the futility of expecting unanimity in all policy decisions."

Long a bitter foe of the Mayflower decision's ban on editorializing, Mr. Howell questioned the basis for fairness which could be used against a broadcaster. "In the last analysis it is the licensee's responsibility to determine whose views are considered sufficiently significant to be broadcast," he said. "Yet the licensee places himself in jeopardy should the Commission be unsympathetic with his decision."

Mr. Howell claimed Comr. Robert Jones was the only FCC member who grasped the whole problem in stating that the First Amendment applies with equal effect to press and radio.

## For Sale

*Equipment, etc.*

FOR SALE

Brand new GE BT1A 250 watt FM transmitter in factory packed cases with 97.7 mg. crystal, four 21A transmitter mountings, two 311A plugs, two 9A, two 8B and four 11A transmitter attachments, two 713A adapters, one 25B speech input equipment complete with 2 sets of tubes, four P2AA cords and one 753C speaker. Actual cost $8,816.93. Best offer takes it. Box 971B, BROADCASTING.

FOR SALE

RCA 1 kw AM transmitter - BTA — 1 L

To be sold for best price offered. Includes two sets of tubes, two crystals, instruction book. Original cost $8,750.

BOX 41c, BROADCASTING

ELECTRIC GENERATING SET—Not Surplus International diesel 100 h.p., 50kw. Electric Machinery generator—3 phase 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price $3,500 FOB our transmitter.

KGLO, Mason City, Iowa

## School

**Looking for WELL TRAINED MEN?**

**Tell us your needs!** Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

**These men are high grade**...have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

**EMPLOYMENT SERVICE,**

DEFOREST'S TRAINING, INC

2533 N. Ashland Ave. Chicago 14, Ill

Phone LIncoln 9-7260

# FTC'S CHAIR

### Appointment vs. Election

FEDERAL TRADE Commission now feels that its chairman should be appointed by the President, in line with Hoover Commission recommendations on regulatory agencies, rather than be elected annually by members of the Commission under present procedure.

FTC's position was disclosed, after Commission study of the proposal, by Acting Chairman Lowell Mason in a 94-page report to the Senate Executive Expenditures Committee released by Committee Chairman John L. McClellan (D-Ark.). The Hoover group had recommended that the plan apply to all agencies as it affects FCC and others. FTC felt it should be included, and that while election of its own chairman has worked "satisfactorily," the procedure of Presidential appointment was in "the interest of efficiency, uniformity and coordination." To effect the change, the FTC Act would have to be amended. Comr. Mason favored the Presidential plan.

Comr. Mason has been serving as acting chairman since Jan. 1, when Robert Freer resigned to re-enter private law practice. John Carson, research director of the U. S. Cooperative League, currently is being considered for the chairmanship [BROADCASTING, July 11, 18].

# NBS LEGISLATION

### Would Give Statute Power

NATIONAL Bureau of Standards, which deals with radio propagation matters, will be given a new set of legislative teeth if the Senate acts favorably on a measure introduced and reported out of committee without amendment by Sen. Edwin C. Johnson (D-Col.). Purpose of the bill (S 2046) is to give the bureau basic legislative authority for certain activities previously written in each annual appropriations act.

The Senate Commerce Committee, headed by Sen. Johnson, felt continuing need for erecting experimental structures in connection with research and developmental work in radio, electronics and radar, which should be implemented with legislation. Specific items provided for include repair and alteration of buildings, appointment of employes, rental of laboratories and office space, and improvements on present buildings and plants.

# Southern Network Station
# $90,000.00

A very profitable, well established network operation located in an important southern market. This station has outstanding physical properties and an unusually favorable lease arrangement. Earnings are excellent and both gross and net are showing a consistent increase. This is one of the most realistically priced network operations we have handled and is available at a very low ratio of earnings to sales price.

**CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES**

**BLACKBURN-HAMILTON COMPANY, INC.**

**MEDIA BROKERS**

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn | Harold R. Murphy | Ray V. Hamilton |
| Washington Bldg. | 333 N. Mich. Ave. | 235 Montgomery St. |
| Sterling 4341-2 | Randolph 6-4550 | Exbrook 2-5672 |

## FCC Actions

*(Continued from page 62)*

**Applications Cont.:**

to 11-21; WLWB Dayton, Ohio to 12-6.

**KRON-FM San Francisco**—Mod. CP new FM station to change ERP from 97 kw to 250 kw and ant. to 1,200 ft.

Mod. CP new commercial TV station for extension of completion date: WOIC Washington, D. C. to 11-30-49; WDEL-TV Wilmington, Del. to 2-23-50.

**TENDERED FOR FILING**

**SSA—1280 kc**

**KSOK Arkansas City, Kan.**—Request for SSA on 1280 kc 1 kw-D 100 w-N.

**Reinstatement of CP**

**WONO Saratoga Springs, N. Y.**—Request for reinstatement CP new AM station 900 kc 250 w D.

**APPLICATION RETURNED**

**Boonville Bcstg Co., Boonville, Ind.**—RETURNED July 26 request for CP new AM station 1540 kc 250 w D.

### Aug. 3 Applications . . .

**ACCEPTED FOR FILING**

**SSA—1460 kc**

**WOKO Albany, N. Y.**—Request for extension SSA on 1460 kc 1 kw-D 500 w-N.

**License for CP**

**WDKD Kingstree, S. C.**—License for CP new AM station.

**License Renewal**

**WSOU Columbus, Ohio**—Request for license renewal.

**Modification of CP**

Mod. CP new FM station for extension of completion date: WSGN-FM Birmingham to 2-12-50; KOWN Conway, Ark.

**TENDERED FOR FILING**

**AM—1230 kc**

**WAER Pensacola, Fla**—CP to change from 1490 kc to 1230 kc.

**TENDERED FOR FILING**

**AM—1320**

**WDMJ Marquette, Mich.**—CP to change from 1340 kc 250 w unl. to 1320 kc 1 kw unl. DA-N.

### August 4 Decisions . . .

**BY COMMISSION EN BANC**

**Hearing Designated**

**KTVU Portland, Ore.**—On request set aside action of July 6 denying application for additional time to construct, and designated same for hearing Sept. 29 at Washington on issues relating to diligence.

**KEYL San Antonio, Tex.**—On request set aside action of June 29 denying application for additional time to construct, and designated same for hearing Sept. 1 at Washington on issues relating to diligence.

**Waiver Granted**

**National Bcstg. Co. New York**—Granted waiver of Sect. 4.183 of rules to permit oral identification of UHF satellite station KC2XAK at Bridgeport, Conn., provided such announcements state that "This station is operating under an experimental authorization for the purpose of conducting research and experimentation in television broadcasting."

**WSYR-TV Syracuse, N. Y., WHAM-TV Rochester, N. Y., WXEL Cleveland, Ohio**—With reference to TV rule-making notice July 11, which proposed changes affecting channels assigned to these three permittees (Chan. 3 to be substituted for Chan. 5 for WSYR-TV; Chan. 5 for Chan. 6 for WHAM-TV, and Chan. 11 for Chan. 9 for WXEL), the Commission addressed a letter to each indicating that public interest would be served by operation of station, when constructed, on channel proposed for deletion for period of at least a year and, accordingly, the Commission will, upon request, grant each STA for that purpose.

**STA Granted**

**KSBR San Bruno, Calif.**—Waived Sect. 3.261 of rules and granted STA to operate six hours per day five days per week for period ending Dec. 31.

**Modification of CP**

**KSFO San Francisco**—Granted mod. CP to make changes in DA arrays; eng. cond.

**Hearing Designated**

**KCNC Forth Worth and James H. Sligar, Wichita Falls, Tex.**—Ordered consolidated hearing on applications of KCNC to 870 kc, to change from 250 w D to 1 kw D and of Sligar for CP for new station on 860 kc 250 w D; further ordered that Hereford Bcstg. Co. KPAN Hereford, Tex. and Loyola University, WWL New Orleans, be made parties to proceedings; further ordered: "That, if, as result of consolidated proceeding, it appears that, were it not for issues pending in hearing regarding clear channels and in hearing regarding daytime skywave transmission and Commission's policy pertaining thereto announced Aug. 9, 1946 and May 8, 1947, public interest would be best served by grant of application of Blue Bonnet Bcstg. Corp., then said application shall be returned to pending file until after conclusion of said hearings regarding clear channels and daytime skywave transmission."

**Order Amended**

**Chanute Bcstg. Co. Chanute, Kan.**—Commission on own motion amended order of April 29 designating for hearing application for new station on 940 kc 250 w D to show deletion of those portions of issue No. 1, relating to qualifications of applicant other than financial, also issue No. 3.

**Extension Granted**

**WTNB Birmingham, Ala.**—Granted request for extension of authority to remain silent for a period of 30 days from Aug. 4. WTNB ceased operation July 2, at 10 a.m. as result of walkout by engineers (BROADCASTING, July 11, page 26.)

Scheduled Oral Argument on Sept. 9 on following cases: Courier-Journal and Louisville Times Co. (transferor) and Crosley Bcstg. Corp. (transferee) for transfer of control of WHAS Inc., Louisville, Ky.; Johnston Bcstg. Co., Birmingham, Ala. and Thomas N. Beach, WTNB Birmingham, Ala.; Raytheon Manufacturing Co., WRTB Waltham, Mass.

### August 4 Applications . . .

**ACCEPTED FOR FILING**

**Modification of CP**

**WMBD Peoria, Ill.**—Mod. CP new AM station to increase power etc. for extension of completion date.

**KJFJ Webster City, Iowa**—Mod. CP new AM station for extension of completion date.

**AM—1320 kc**

**WDMJ Marquette, Mich.**—CP to change from 1340 kc 250 w unl. to 1320 kc 1 kw unl. DA-N.

**Modification of CP**

**WEST-FM Bethlehem, Pa.**—Mod. CP new FM station to change studio location from Bethlehem to Easton, Pa.

Mod. CP new commercial TV station for extension of completion date: KTLA Hollywood; WLWT Cincinnati, WTVR Richmond, Va.

## KNBC-FM

### Building New FM Facilities

NEW 133-foot FM antenna tower has been completed by KNBC San Francisco and the station's new FM transmitter is scheduled to be in operation before Oct. 1. The tower is located on the highest point in the San Bruno Mountains, just south of San Francisco, and rises 1,448 feet above sea level.

The new transmitter will operate with an effective radiated power of 45 kw on Channel 257 (99.7 mc).

KNBC also is building a new vertical radiator type AM antenna at Belmont, Calif., to replace the present radiator, in use since 1933. Transmission over the new facilities is expected to start before the first of the year.


**RCA INSTITUTES, INC.**

*A Service of Radio Corporation of America*

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.

350 West 4th St., New York 14, N. Y.


# FCC ROUNDUP

## New Grants, Transfers, Changes, Applications

## Box Score

Summary to Aug. 4

*Summary of Authorizations, Applications, New Station Requests, Ownership*

| Class | Total On Air | Licensed | CPs | Cond'l Grants | Applications Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM Stations | 2,011 | 1,982 | 210 | | 424 | 241 |
| FM Stations | 725 | 391 | 466 | 11* | 50 | 30 |
| TV Stations | 72 | 14 | 102 | | 346 | 182 |

* 5 on air

**CALL ASSIGNMENTS: KAFP Petaluma, Calif. (Petaluma Bcstrs., 1490 kc, 250 w, unlimited); KIFN Phoenix, Ariz. (Western Bcstg. Co., 860 kc, 250 w daytime), KEDO Ontario, Calif., changed from KOCS-FM, (The Daily Report Co.) KSDO-FM San Diego, changed from KSDO (San Diego Bcstg. Co.); KSDO San Diego, changed from KUSN and KYOR (San Diego Bcstg. Co.) KYOR Blythe, Calif., changed from KUCB (Bcstg. Corp. of America); WATM Atmore, Ala., (Southland Bcstg. Co., 1080 kc, 250 w daytime); WFRO Fremont, Ohio (Robert F. Wolfe Co., 900 kc, 500 w daytime); WFRO-FM Fremont, Ohio changed from WFRO (Robert F. Wolfe Co.); WHGR Greensboro, N. C. (Guilford Bcstg. Co., 1400 kc, 250 w unlimited); WRJW Picayune, Miss. (Moseley Brothers 1320 kc, 250 w daytime).**

* * *

### Docket Actions . . .

**INITIAL DECISIONS**

**WIBS Santurce, P. R.**—Jose E. del Valle, initial decision by Comr. Paul A. Walker looking toward rescinding order Nov. 3, 1948 revoking license of WIBS. Initial Decision July 29. See story this issue.

### Non-Docket Actions . . .

**AM GRANTS**

**WNAH Nashville, Tenn.**—Hermitage Broadcasting Co., granted new station on 1360 kc, 1 kw daytime. Estimated cost of construction $11,625. Principals: V. T. Irwin Jr., statistician, president and treasurer 55%; W. W. Lanier Jr., analyst, vice president 25%; Hazel Giddens Morton, farm owner and operator, vice president 20%. WNAH was first granted Sept. 1, 1948 for 1350 kc, 1 kw daytime only. WKRM Columbia, Tenn., operating on 1340 kc filed petition with FCC to reconsider decision because of objectionable interference and subsequently grant was set aside. Hermitage filed petition to amend original application to specify 1360 kc and was granted. Granted Aug. 4.

**Holyoke, Mass.**—Valley Broadcasting Co., granted 930 kc, 500 w daytime. Principals in Valley Broadcasting Co., include: Russel E. Bassett, radio engineer with F. W. Sickles Co., president 25%; Henry N. Giraux, Jr. radio engineer with Sickles; Anthony De Marco, vice president Dairy Center Inc., W. Springfield, Mass., 25%; Sigward O. Holmes, radio engineer Sickles Co., 25%. Grant is subject to condition that applicant accept such interference as may exist in event of grant of pending application of Lester Gavitt, Southbridge, Mass. Granted Aug. 4.

**WERC Erie, Pa.**—Presque Isle Broadcasting Co. granted change in facilities from 1230 kc, 250 w unlimited to 1260 kc, 5 kw-D, 1 kw-N, DA-DN. Granted Aug. 4.

**TRANSFER GRANTS**

**WTRR Sanford, Fla.**—Granted assignment of license in Southeastern Broadcasting System from James S. Rivers to Myron A. Reck for a consideration of $50,000. Mr. Reck is general manager of WTRR. Application was designated for hearing in an order issued by Commission on June 22, the Commission not being fully satisfied that it was in possession of full information as required by the Communications Act. Granted Aug. 4.

**KNGS Hanford, Calif.**—Granted involuntary assignment of license from a partnership composed of Stanley S. Beaubaire and Samuel M. Beaubaire d/b as Hanford Publishing Co. to Samuel M. and Harriet S. Beaubaire, as joint executors of the estate of Stanley S. Beaubaire deceased. No money involved. Granted Aug. 3.

**WWNY Massena, N. Y.**—Granted involuntary transfer of control in The Brockway Co., from Harold B. Johnson to Mrs. Jessie R. Johnson and John B., co-executors in the estate of transferor, deceased. No money involved. Granted Aug. 3.

### Deletions . . .

Two TV permits and five FM authorizations were deleted by FCC last week. Total deletions since first of year: FM 133, TV 7. Deletions, effective dates and reasons for withdrawals follow:

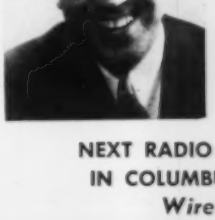
**WCHS-FM Charleston, W. Va.**—Charleston Broadcasting Co., CG, Aug. 2. Applicant has entered agreement for sale of WCHS AM outlet in Charleston.

**KTOP-FM Topeka, Kan.**—Collinson Broadcasting Co., CP, Aug. 2. Applicant states that conditions in broadcasting and business in general have changed so much since application filed in 1947, that it must revaluate the future of AM, FM and TV temporarily at least.

**WNOX-FM Cincinnati**—Scripps-Howard Radio Inc., CP, Aug. 2. Plans for construction of TV station.

**WJMJ Philadelphia**—Patrick Joseph Stanton, CP, Aug. 4. Applicant states it is unwise to continue construction at this time.

*(Continued on page 68)*

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Columbus, Ohio

**Radio Consultants**

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**Management and Operation**

*(20 years experience)*

**NEXT RADIO SALES TRAINING SCHOOL HELD IN COLUMBUS, OHIO, AUGUST 29, 30, 31.**

***Wire or write for reservation***

**Post Office—Box 108, Worthington, Ohio**

**Telephone—Worthington 2-7346**

## FCC Roundup

*(Continued from page 67)*

**Deletions Cont.:**

WGAN-FM Portland, Me.—Guy Gannett Broadcasting Services, license, Aug. 2.

WPDQ-TV Jacksonville, Fla.—Jacksonville Broadcasting Corp., CP, July 22. To avoid expense of hearing applicant states it will at this time relinquish its CP but will continue with plans to purchase property for erection of TV tower and buildings and will reapply at earliest feasible date.

WTPS-TV New Orleans—Times Picayune Pub. Co., CP, Aug. 1. Granted request to dismiss application for extension of completion date.

### New Applications . . .

**AM APPLICATIONS**

St. Petersburg Beach, Fla.—Gulf Beaches Broadcasting Co., 1300 kc, 1 kw daytime; estimated cost $19,500. Principals include: William R. Gunby, retired U. S. Army Major, president 60%; Harnold Falconnier, announcer, program director and salesman, vice president 10%; John Tweed McMullen, member of McMullen & Goza law firm, secretary 10%; John D. Callan, radio engineer WCLE Clearwater, Fla., treasurer 10%; C. B. Thacher, citrus grower and real estate business, 10%. Filed July 28.

Poplar Bluff, Mo.—Butler County Broadcasting Co., 930 kc, 1 kw daytime; estimated cost: $24,950. Principals each holding ⅓ interest are: W. L. Brandon physician, owns and operates Brandon Hospital; E. K. Porter, president and stockholder Porter-De Witt Construction Co.; O. A. Tedrick, lawyer. Filed July 28.

Grand Coulee, Wash.—Carl F. Knierim, 1240 kc, 250 w limited hours; estimated cost $10,260. Mr. Knierim sole owner is powerhouse operator at Coulee Dam Powerhouse. Filed July 28.

Marion, Ind.—Chronicle Pub. Co. Inc., 1400 kc 250 w unl., estimated cost $20,600. Applicant is licensee of WMRI (FM) same city. Filed Aug. 2.

Farmington, N. M. — Farmington Broadcasting Co., 1240 kc, 250 w unlimited; estimated cost $7,614.54. Principals and equal partners are: Frank P. Stoklas, engineer KOB Albuquerque and Rex Chamber Jr., student at University of New Mexico. Filed July 28.

Orange, Calif.—Southwest Broadcasting Co., 1560 kc, 1 kw daytime; estimated cost $42,000. Principals: Bernard Corren, physician, 25%; Sidney Kerner, physician 25%; Saul Levine, social worker, 25%; A. Milton Miller, attorney, 25%. Filed July 28.

Glenwood Springs, Col. — Western Slope Broadcasting Co., 1340 kc, 250 w unlimited; estimated cost $24,000. Copartners are R. G. and Charles Howell. The Howells are co-owners of KFXJ Grand Junction, Col. Filed Aug. 2.

Pullman, Wash.—Bayton & Hicks, 1150 kc, 1 kw daytime; estimated cost $22,682.60, Principals: John Ronald Bayton, Grayport Construction Co., 50%; Maynard Hicks, director college news bureau and ass't professor of radio writing, journalism and advertising, 50%. Filed Aug. 4.

**TV APPLICATIONS**

Lincoln, Neb.—Inland Broadcasting Co., Channel 10 (192-198) ERP 2.3 kw vis., 1.1 kw aur., antenna 320 ft. above average terrain. Estimated cost of construction $102,000, estimated operating costs $26,500. Applicant is licensee of KOLN AM outlet in Lincoln. Filed Aug. 4.

**TRANSFER REQUESTS**

KTLN Denver, Col.—Assignment of license from Alf M. Landon tr/as Landon Broadcasting Co. to Leonard Coe. Mr. Coe who is general manager and 35% owner KVLC Little Rock will pay $15,000 for station. Mr. Landon is withdrawing because of other business interests. KTLN operates on 990 kc. with 1 kw daytime. Filed July 29.

WOSC Fulton, N. Y.—Assignment of construction permit from Don J. Kesterke to Oswego County Broadcasting Co. Inc. Transfer is requested to utilize full benefits of corporate form and to permit a nominal investment by others in aggregate not to exceed 25% in venture. It has not been decided fully who will purchase 25%. WOSC is assigned 1300 kc, 1 kw daytime. Filed Aug. 2.

KFBC Cheyenne, Wyo.—Transfer of 50% Stock in Frontier Broadcasting Co., from Ben Snow, Merritt C. Speidel Jr., Edna M. Speidel, Merritt C. Speidel Sr., Marjorie Speidel Edy, Robert M. Speidel and Harry S. Bunker to Tracy S. McCraken, Lillian D. McCraken, Robert S. McCraken and William D. McCraken for a consideration of $406,857. The McCrakens are directors of Cheyenne Newspapers Inc., which is presently 66⅔% owner of Frontier. KFBC is assigned 1240 kc 250 w unlimited. Filed Aug. 2.

KTKR Taft, Calif.—Assignment of license from Kenneth Aitken and George J. Tschumy, partnership d/b as Taft Broadcasting Co., to Kenneth Aitken, George T. Tschumy Jr., and Ralph B. Smith, new company of same name. George J. Tschumy sells his 25% interest to his son, George Jr., presently operator at KTKR for $6,200 and 24% to Mr. Smith for $10,000. Mr. Smith is a rancher. Mr. Aitken, president of KTKR is 51% owner. KTKR is assigned 1310 kc, 500 w daytime. Filed July 28.

# NEWS STAFFS TOO SMALL

**Iowa Survey Gives Station Data, Opinion**

MOST news directors of Iowa stations feel their news staffs are too small, according to a statewide survey conducted by Robert E. Widmark in preparation of a thesis. Mr. Widmark is a student of U. of Iowa, Iowa City.

Based on replies from 34 of the 41 Iowa stations contacted, the survey showed two-thirds of stations feel they need more personnel for news service, particularly persons devoting full time to news. Three-fourths of the stations said persons who read newscasts on the air also help in their preparation. A majority reported they had fulltime news directors, with many supervising special events and-or farm and sports shows.

In general, it was found that the larger the stations the more specialized were its news personnel. Staffs ranged from an average of 4⅓ newsmen at stations of 5 kw and over; 3⅓ at 1 kw stations, and 3⅓ at 250-500 w stations. Age experience ranged from four to seven years average, with 58% having college degrees.

Commercial radio experience was the main requirement for job applicants and many preferred newsmen with a college education. About three-fourths favored college journalism training and a bare majority preferred radio news experience at college. Half of the stations give no weight to newspaper experience.

**Average Pay**

Pay of experienced newsman averaged $58 a week, ranging from $42.50 to $90. The average was $62.67 for those who both prepare and air news compared to $52.91 for those who prepare news for others to read. Minimum average starting salary for those who could prepare and air news was $45.62, about $5 more than the average for beginners who did not go on the air. Salary increases at two-thirds of the stations were based on individual agreements, with merit and experience as factors.

Announcers who read news prepared for them did not receive a talent fee at any of the stations surveyed. One person at one local outlet was paid a $1 fee for each newscast at a sponsor's request. All but one station had non-union news staffs, though some newsmen belong to AFRA.

Sixty-five percent of the stations had only one news wire. Over three-fourths checked local news sources, either by use of legmen or telephone. A few stations had at least one fulltime reporter, with newspaper-owned outlets depending somewhat on the papers for local news. Lower-powered stations use local news sources more extensively. About a third had special arrangements to get news from the state capital or Washington, beyond the wire services.

Half of the stations use regional correspondents, either their own or those of the affiliated newspaper. Monthly guarantees to correspondents ranged from $1 to $10, with most stations providing bonuses. Payments totaled from $45 to $350 a month.

Though the telephone recorder was relatively new, 41% of the stations used the device, with 74% having tape and 67% wire recorders.

Newscasts of five and 15-minutes duration predominated, with 38% having at least one regular newscast devoted exclusively to local news.

## Phonevision

*(Continued from page 41)*

rectly a reasonable sum in order to view programs of outstanding interest or entertainment value not otherwise available to them."

Zenith went on to explain, "Such programs would include first-run motion pictures, current stage productions running on Broadway or in other parts of the country, outstanding sporting events, etc."

The petition said that all segments of the television industry have evidenced an interest in Phonevision and a recent West Coast poll revealed a majority of present set owners would welcome the opportunity to make a direct payment for outstanding programs. It further pointed out that Phonevision "may afford the public substantially greater use of television, as well as affording to the broadcasters, and in particular those located in small communities, additional revenue which will increase the feasibility of a television operation."

## FM SIGNALS

### FCC Proposes To Fix Ratios

PROPOSED changes were announced by FCC last week in its FM engineering standards to specify the ratio of desired to undesired signals for FM stations with 400 and 600 kc separation. The Commission would specify ratios of 1:10 and 1:100 respectively.

The proposed ratios are based upon the results of comprehensive selectivity tests of various FM receivers by the Commission's engineering laboratory, FCC said, and are compatible with those recommended by the Joint Technical Advisory Committee in its report to the FCC-industry engineering conference on FM and TV last winter [BROADCASTING, Dec. 6, 1948]. Comments are invited by Sept. 6.

Co-channel ratio would remain 10:1 and the adjacent channel ratio 2:1 in the proposal. No restriction is given for separation of 800 kc and above. FCC indicated stations normally will not be authorized in the same city with separation less than 800 kc. Under certain circumstances stations might be permitted in nearby cities with separation of 400 kc.

As a result of interference caused by stations operating on alternate channels (400 kc separation), FCC in June 1947 revised its rules and standards to provide greater separation of FM outlets in the same area. Sufficient data was not available at that time to fix the ratios of signal strengths for stations separated by 400 and 600 kc.

## Porter Confirmed

CONFIRMATION of Paul Porter, former FCC Chairman and now practicing attorney, as U. S. Representative on the UN Palestine Conciliation Commission, was voted by the Senate July 29. He was approved without objection after the Senate Foreign Relations Committee had favorably reported his nomination. Mr. Porter succeeds Mark Ethridge, publisher of the Louisville *Courier-Journal* which owns WHAS Louisville. He was appointed by President Truman July 17 [BROADCASTING, July 25].

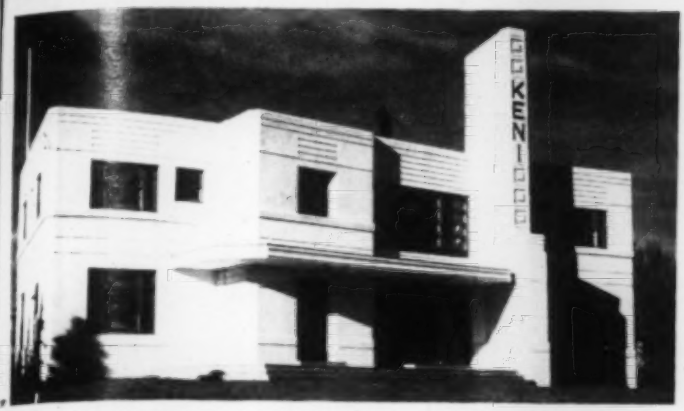
## VHF to UHF Transition

*(Continued from page 41)*

simple but complete 500 w station."

He said that "any city in Montana can be provided with Grade A service with 500 w or less" and that the same is true of many cities in such other states as Wyoming, Nevada, and Idaho.

In Washington, meanwhile, the executive committee of the Federal Communications Bar Assn. authorized its Committee on Practice and Procedure to complete a brief maintaining that FCC's plan to incorporate the allocations table into its rules is contrary to law in that it denies applicants a right to hearing [BROADCASTING, July 25, Aug. 1]. The executive committee of the Assn. of Federal Communications Consulting Engineers appointed A. D. Ring, George Lohnes, and Robert L. Kennedy to draft a statement of AFCCE's views on the FCC plan for circulation to all members of the association and, with their approval, for submission to the Commission.




**SPECIAL PROGRAMS marked formal opening of new studios and transmitter of KENI Anchorage, Alaska, last month. Here is building housing KENI's 5 kw RCA BTA-5F transmitter southwest of city. Building is of reinforced concrete 30 by 72 ft. Some 150 attended first official broadcast in new studios. Station is owned by Midnight Sun Broadcasting Co. and is affiliated with MBS and ABC. A. E. (Cap) Lathrop is president. Firm also owns KFAR Fairbanks.**

## RIDERS RADIO

### Drops FM in 2 Markets

RIDERS RADIO Inc. of Minneapolis has ceased broadcasts to its 37 radio-equipped busses in Duluth and Superior, Minn., according to Jay Murray, president of the transit FM company. Operation, set up as a test by the car card advertising fraternity in connection with WEBC-FM, had been on the air continuously since July 14, 1948.

Decision to curtail operations in the Twin Ports market was based on "the fact that even an entire installation is not large enough to gross a billing which would meet operating costs," Mr. Murray said. "We feel that such marginal markets as Duluth must wait for the day when a national network is established and acceptance is created for the medium with the national and regional advertiser." He felt a city should have 250 vehicles suitable for installation and a gross billing potential of $10,000 to $12,000 monthly. Duluth has between 125 and 150, it is reported.

Mr. Murray said public reaction, as attested by the Alfred Politz study last December, showed little opposition, and weekly store audits on branded grocery items indicated a "selling force directly attributable to the new medium." Riders Radio Inc. is not connected with Transit Radio Inc.

## WIDE Joins MBS Aug. 1

WIDE Biddeford, Me., joined the Yankee Network and MBS Aug. 1. Attended by almost 1,000 people, occasion was marked with speeches by dignitaries from the Biddeford area. Also heard from were James Powers, representing Yankee Network and MBS; Albert Warner, MBS news chief in Washington, General Manager Abbott Smith of WMTW Portland and John Hogan, WIDE's Washington correspondent.

## AD CONTEST

### For Father's Day Sought

FATHERS DAY Council in New York is seeking means to hold a Father's Day radio advertising and publicity contest among stations and advertisers in 1950, BROADCASTING was told last week by Alvin Austin, spokesman for the council.

He said the council would be happy to receive suggestions as to how such a contest might be organized, administered and judged. The council already operates contests to mark the day among newspapers and magazines. Best advertisements using the Father's Day theme win awards. Mr. Austin said the council was puzzled as how to judge radio efforts on Father's Day via submissions rather than by listening to the actual programs. He is asking that suggestions be sent to him at his office, 50 E. 42 St., N. Y.

## CAB Requests Denied

BOARD of governors of Canadian Broadcasting Corp. at July 30 sitting denied presentations of Canadian Assn. of Broadcasters for use of spot announcements during evening hours and on chainbreaks, and direct access for approval of commercial continuity on food and drug items to the Dept. of National Health. CAB made presentations on ground of dropping revenues of independent stations.

## WTMV-FM Starts

WTMV-FM East St. Louis, Ill., began operations July 28, Frank J. Prendergast, general manager of WTMV-AM-FM, has announced. WTMV-FM, assigned Channel 273 (102.5 mc) with effective radiated power of 33 kw, is operating from 4-10 p.m. daily. WTMV is a full-time outlet on 1490 kc with 250 w.

## KSOK PLEA

### Requests SSA for 100 w Night

COMPLAINING that its application for fulltime operation is moving backward instead of forward on FCC's processing lines, KSOK Arkansas City, Kans., asked the Commission last week for a special service authorization to operate at night.

The station, a 1-kw daytimer on 1280 kc, applied last April for authority to operate at night with 100 w. Between May 6 and July 21, KSOK told FCC, the application moved from 77th place on Processing Line No. 2 to 84th place.

"Ordinary methods of prediction lead to the ridiculous result that the longer the application is on file the less chance there is of a grant of the application," KSOK observed in a petition filed by Arthur W. Scharfeld, Washington attorney.

While the application is awaiting action, KSOK requested a special service authorization as the only means whereby FCC might "substantially" comply with the Administrative Procedure Act's requirement of action on applications "with reasonable dispatch." There are "no serious problems" involved in the 100-w nighttime operation and an SSA appears to be the only method to provide, in the "reasonable or foreseeable future," the "first nighttime broadcasting service from Arkansas City," KSOK contended.

## FM IN SCHOOLS

### Audio-Visual Directors Meet

MAJOR interest of 30 educational leaders from 20 states at a three-day conference of State Directors of Audio-Visual Education in Chicago last week was the increasing potential of 10 w FM stations. Meeting was held at the Sherman Hotel, Aug. 1-3.

Session was called by U. S. Education Commissioner Earl J. McGrath at request of state education officials working with public schools in audio, visual and radio training. Each of the persons attending discussed his own experiences with radio and other media at round-table sessions.

All directors showed interest in construction of 10 w FM stations because of the low cost (from $3,000 to $6,000), the operational outlet for student radio workshop groups, and the 14-to-20 mile coverage area. An estimated 30 educational institutions were reported to have filed applications with the FCC for this type of station during the past three months.

Radio manufacturing firms which sponsored exhibits at the meeting included:

Allied Radio Corp., Chicago; Audio Master Co., New York; Brush Development Co., Franklin, N. H.; Columbia Records Inc., Bridgeport, Conn.; Eicor Inc., Chicago; Hamilton Electronics, Chicago; Magnacord-REL, Chicago; RCA Victor, Camden, N. J.; Wisconsin Sound Equipment Co., Milwaukee, and Webster Electric Co., Racine.

## Recruiting Ads?

*(Continued from page 25)*

plated selection (of Gardner) "not in the public interest, nor to the best interests of the Army and Air Forces." It was a matter, he said, of whether the government would be getting as much for the money as possible and whether the specifications stipulated by the services had been "completely fulfilled." A statement for the record showed R&R's 1948 gross billings as $33,265,440.28.

In its presentation to the National Military Establishment, R&R pointed out it was well equipped with specialists in all media, and out of 2,300 agencies operating, "we are among the first 10 in size." It listed 35 personnel in its New York, Hollywood and Chicago radio departments.

Citing personnel in its various offices, it continued: "On the subject of free radio time . . . there is probably no agency in the country that gets more free time on the air or space in the press than Ruthrauff & Ryan, not only because of our size but also because the personal element is a big factor in free publicity."

### NME's Program

NME's program, also admitted to the record on request of Mr. Miller, called for a series of network football games each season; spot announcements; live and recorded shows and television.

Mr. Wallace testified that N. W. Ayer & Son neither filed nor intended to file a protest. He pointed out that the 44 agencies invited to submit presentations were specified to have gross commercial billings of $10 million or more annually, and wondered why only four of the 44 exhibited enough interest to make presentations. "90% of the biggest agencies in the country turned their back on you," he said. "That is a very curious circumstance, one not to be matched in commercial advertising practice." He suggested that "what had the appearance of a competition was not in fact a competition," and called for an examination of the findings of a Board of Officers.

An advisory committee, including Victor Ratner, CBS vice president, had previously been asked by the Army to serve as a board on the choice of an agency. It heard the proposals of various agencies preparatory to making recommendations to the secretaries of the Depts. of Army and Air Force as to the best qualified.

The board noted that "all four agencies are equipped and competent to handle the account" but narrowed the choice to Gardner Adv. and N. W. Ayer & Son. It recommended Gardner be retained for fiscal 1950 and that no change in agencies be effected oftener than every two years.

Mr. Martin placed Gardner's commercial billing for 1948 at $10,076,597.04, plus $1,060,730.17 from the National Guard and $1,394,265.87 from the Army—a total of $12,531,593.08.

# At Deadline...

## FOREIGN TONGUE SESSION

FOREIGN LANGUAGE Quality Group will hold first meeting today (Aug. 8) at offices of WOV New York. Station president, Ralph Weil, is chairman of committee. Organized last month as a cooperative association of U. S. foreign language stations, FLQG aims at combining individual stations facilities and services into a nationwide market available to advertisers as a group purchase. Meeting is to be devoted to basic plans and organizational work.

## SWEETS PROTEST MEET

PROTEST meeting on William McD. Sweets resignation as director of Phillips H. Lord organization called by Voice of Freedom Committee and radio-television division of Arts, Sciences and Professions for Thursday evening in Hotel Shelton, New York. Mr. Sweets listed as principal speaker. Resignation from Lord company's *Gangbusters* and *Counter Spy* programs gave rise to reports blacklist existed in radio. Matter is now under investigation by various radio unions [BROADCASTING, July 18, Aug. 1].

## TV BASEBALL RIGHTS

WORLD SERIES television rights details may be decided at meeting of organized baseball Aug. 11 in Chicago. Meanwhile, Comr. Chandler's baseball office told BROADCASTING Friday no fee for rights had been set, scotching New York report that a TV network other than MBS, which had TV rights in 1948 and is said to have first refusal rights this year, knew the fee and had received bid. MBS has AM rights to series through 1951 under contract to Gillette, which is reported strong contender for video sponsorship.

## MOTOROLA EXPANSION

MOTOROLA Inc., Chicago, hires 1,000 additional workers, bringing total to 4,500, greatest number of people in firm's history, according to President Paul V. Galvin. Hiring necessitated to achieve full production on firm's new 1950 line of television and radio sets.

## WMBR-TV JOINS ABC

WMBR-TV Jacksonville affiliating Oct. 2 with ABC-TV, bringing network's total to 40. Station owned by Florida Broadcasting Co., to operate on Channel 4 as metropolitan class station. Glenn Marshall Jr. is manager. WMBR-TV also CBS, NBC affiliate.

## WCTC PLANS UHF TESTS

EXPERIMENTAL UHF TV outlet sought by WCTC New Brunswick, N. J., in application filed at FCC. Pulsed emission, 20 kw visual power on 660-680 and 700-720 mc sought.

## CANADIAN HEARING SET

CANADIAN BROADCASTERS to present briefs on all phases of broadcasting and television to Royal Commission on Arts, Letters and Sciences at Ottawa Sept. 6. Both CBC and Canadian Assn. of Broadcasters will present briefs to Royal Commission. One commissioner, Father Levesque, has been in Europe this summer studying TV development. Regional meetings also are to be held on further briefs to meet local situations.

## 3 FROM NAB TO ATTEND ALL DISTRICT MEETINGS

THREE-MAN headquarters squadron to make entire NAB district meeting tour this fall, starting with District 7 meeting at Terrace Plaza Hotel, Cincinnati, Sept. 8-9. Staff participation kept to minimum in line with general NAB economy move.

Covering circuit for "shirtsleeve" participation in district sessions will be President Justin Miller; Maurice B. Mitchell, director of Broadcast Advertising Bureau, and Richard P. Doherty, director, Employe-Employer Relations Dept.

Don Petty, general counsel, will attend meetings in areas where he has not held meetings with station attorneys. Robert K. Richards, director, Dept. of Public Relations, will visit number of districts in advance of meetings.

Grass-roots technique to dominate all meetings, with Judge Miller discussing industry and NAB matters as well as asking members what they want from NAB.

Mr. Mitchell will tell BAB story, describe sales tools and their use, review retail radio field and discuss means of meeting competition from other media.

Mr. Doherty will emphasize problem of meeting rising station costs. He will have data based on figures from 900 stations showing how to cut operating costs without impairing service to listeners. Wages and hours, labor trends and related matters will be taken up.

Usual "flea circus" troupe to make trip along with spokesmen for BMB and BMI, it's understood.

Judge Miller and other members of headquarters group will be available for special clinics and meetings. Full district meeting schedule permits them to get back to Washington frequently so headquarters activity can proceed as usual.

## TV TALENT FORMULA

FORMULA for division of jurisdiction over television talent appeared Friday to have been evolved in Hollywood conferences of Screen Actors Guild and several eastern talent unions of Associated Actors & Artistes of America [BROADCASTING, July 25]. SAG is understood to be given 50% voice in negotiations in TV film field, with other unions having total of 50%. In live television, each union will have one vote. Question whether kinescope recordings which may be used more than once would come under SAG reportedly threatened to break up meetings and finally was put aside until points on which there was unanimity could be incorporated into partnership agreement. No official progress reports issued, but drafting of agreement was expected over weekend.

## WOR BASEBALL AWARDS

SECOND annual Stan Lomax Baseball Awards, sponsored by WOR New York, will go to outstanding players on teams sponsored by Police Conference on Youth Activities in New York City and 13 other communities, according to Theodore C. Streibert, WOR president. Fourteen players, forming all-star squad, will be selected by judges in home communities. They will be feted at dinner and receive awards on Stan Lomax's Sept. 8 broadcast.

## DUMONT DRAFTS SCHEDULE FOR COLLEGE GRID TELECASTS

FOLLOWING meetings last week of TV networks on coaxial cable allocations for football games, DuMont reported its schedule as follows:

Sept. 24, Indiana at Notre Dame; Oct. 1, Wisconsin at Illinois; Oct. 8, California at Wisconsin; Oct. 15, Tulane at Notre Dame; Oct. 22, Ohio State at Wisconsin; Oct. 29, Michigan at Illinois; Nov. 5, Wisconsin at Northwestern; Nov. 12, Notre Dame vs North Carolina at New York; Nov. 19, Iowa at Notre Dame; Nov. 26, Southern California at Notre Dame.

All games will be fed to network on West-to-East cable except Nov. 12, when feed will be from East to West. Chevrolet Division of General Motors will sponsor Notre Dame game telecasts. Rest of schedule will be sponsored by Chevrolet dealers in Chicago and offered to Chevrolet dealer groups in other cities for similar local sponsorship.

In New York, local gridiron contest will be substituted for network games on Oct. 22 and Nov. 5, at request of dealers in that city.

## VIDEOVEX TO EXPAND

JAN & GRAHAM Inc., TV research firm which issues monthly Videovex report on Chicago and New York, to extend to 13 markets in October, it was disclosed Friday. Los Angeles report already has been launched.

# Closed Circuit

*(Continued from page 4)*

to add soon two more Consolidated Royal Chemical Corp. products, Kolor Bak and Peruna. Firm became agency for Krank's Shave Kreem and Mar-O-Oil about two months ago and at that time tried for all four products but Consolidated was reluctant to move all from O'Neil Larson & McMahon, Chicago, at that time.

FCC SEEMS RESIGNED to failure to get out long-pending clear-channel decision before scheduled opening of NARBA treaty negotiations at Montreal Sept. 13, though it's still working. Delegation to conference not yet selected, but Comr. Rosel H. Hyde, who has been directing preparations for FCC and State Dept., seems good bet to head FCC contingent. Others likely to include Engineers James Barr, Ralph Renton, Underwood Graham, and Edgar Vandivere, and Attorney Joseph Kittner.

BBDO NEW YORK readying campaign of woman's programs for duPont Nylon.

RECENT "get tough" policy at FCC, as indicated in exhaustive hearing order on G. A. Richards stations, can be traced in some measure to beating Commissioner E. M. Webster took at confirmation hearings at hands of Sen. Tobey (R-N.H.). Webster was lambasted because of FCC failure to hold further public hearings in Arde Bulova station ownership case and disposition now seems to be on part of several Commissioners to order hearings when there's any semblance of doubt.

ORTHO PRODUCTS, New York (Dr. Baron's foot cushion), through its agency Metropolitan Adv., New York, contemplating spot announcement radio campaign.

RUTHRAUFF & RYAN, New York, planning TV spot announcement campaigns for both Chrysler Corp. (Dodge) and American Safety Razor (Silver Star blades).

UNITED AIRLINES, through N. W. Ayer & Son, planning TV spot campaign to start in September.



XUM

**MAG-NE-CORD-ED**—Describes material—voice, music, sound—which has been recorded on magnetic tape by the outstanding MAGNECORDER professional tape recorder.

**MAG-NE-CORD-ER**—Foremost professional magnetic tape recorder, producing excellent quality tape recordings of low distortion and wide band reproduction.

**MAG-NE-CORD-ING**—The process of recording sound on magnetic tape with the MAGNECORDER, a professional instrument meeting highest broadcast standards.

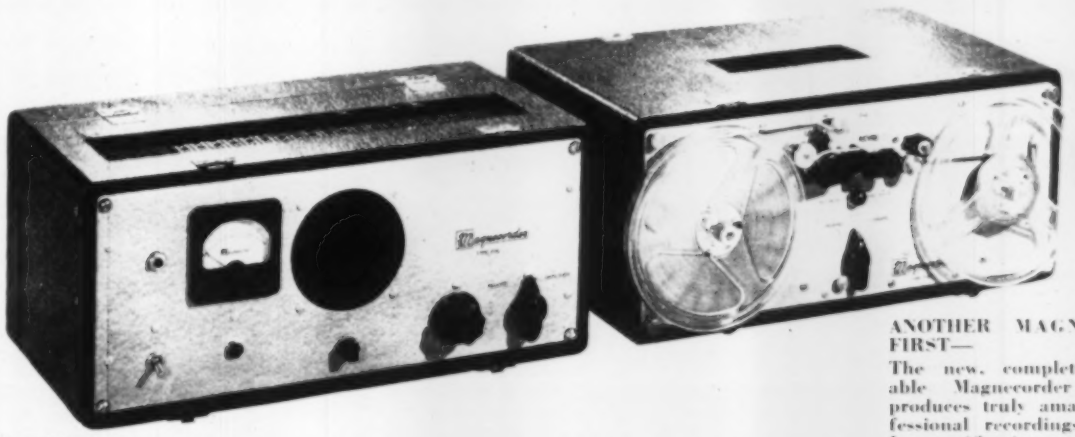
# NEW WORDS HAVE BEEN ADDED TO THE BROADCASTING DICTIONARY

New words and new terms are easy to coin, but it takes popular acceptance to give them life. That's why you're hearing so much about "MAGNECORDER," "MAGNECORDED," and "MAGNECORDING." That's why they've become a part of everyday broadcasting speech. Reasons for the popular acceptance of the MAGNECORDER are many.

MAGNECORDER—THE ONLY TAPE RECORDER FEATURING UNIT CONSTRUCTION. The several elements that make up the Magnecorder are available as individual units. Buy only those units you need. Combine them or carry them where you need them as you need them.

MAGNECORDED—PROVEN HIGHEST BROADCAST QUALITY. Thousands of hours of unexcelled performance in radio stations and recording studios throughout the world have proved Magnecord portable and studio equipment to be the finest.

As a professional you owe it to yourself to see and hear actual *proof* of Magnecord equipment's superiority now. Don't delay. Learn how a Magnecorder can improve your recordings today!



ANOTHER MAGNECORD FIRST—

The new, completely portable Magnecorder PT6-JA produces truly amazing professional recordings. Write for specifications.

$499.50

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Chicago

Office — 360 N. Michigan Ave. Plant — 222 West Ohio Street

***World's Largest and Oldest Manufacturers of Professional Magnetic Recorders.***